

# Sponsored Images 1.0

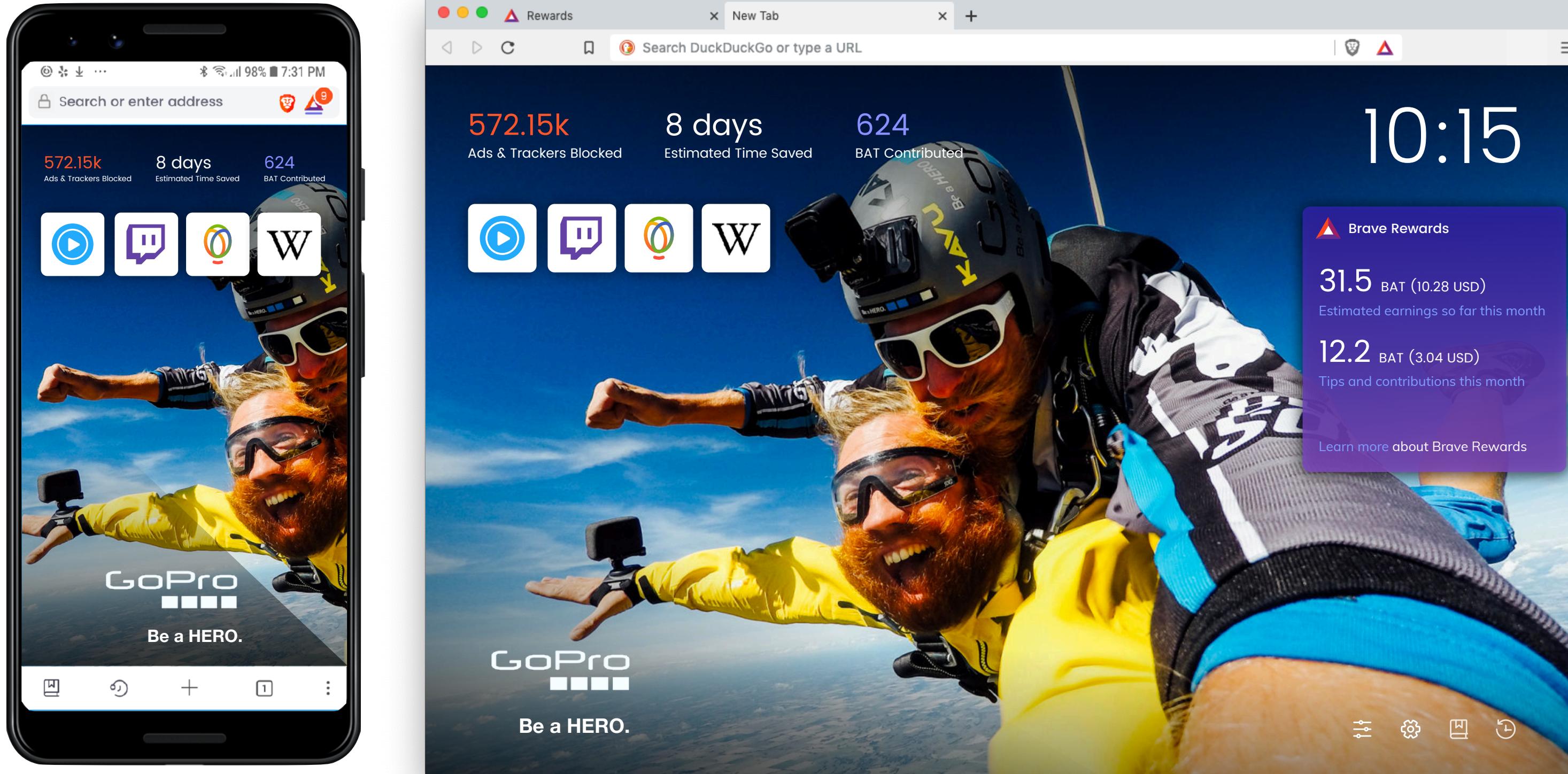
## Image Specifications

March 3, 2021



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# Introduction



Brave Sponsored Images are a new form of digital advertising to a broad audience. Sponsored images are similar to a highway billboard or a high profile magazine ad where the primary purpose is to present the Brand to a wide audience.

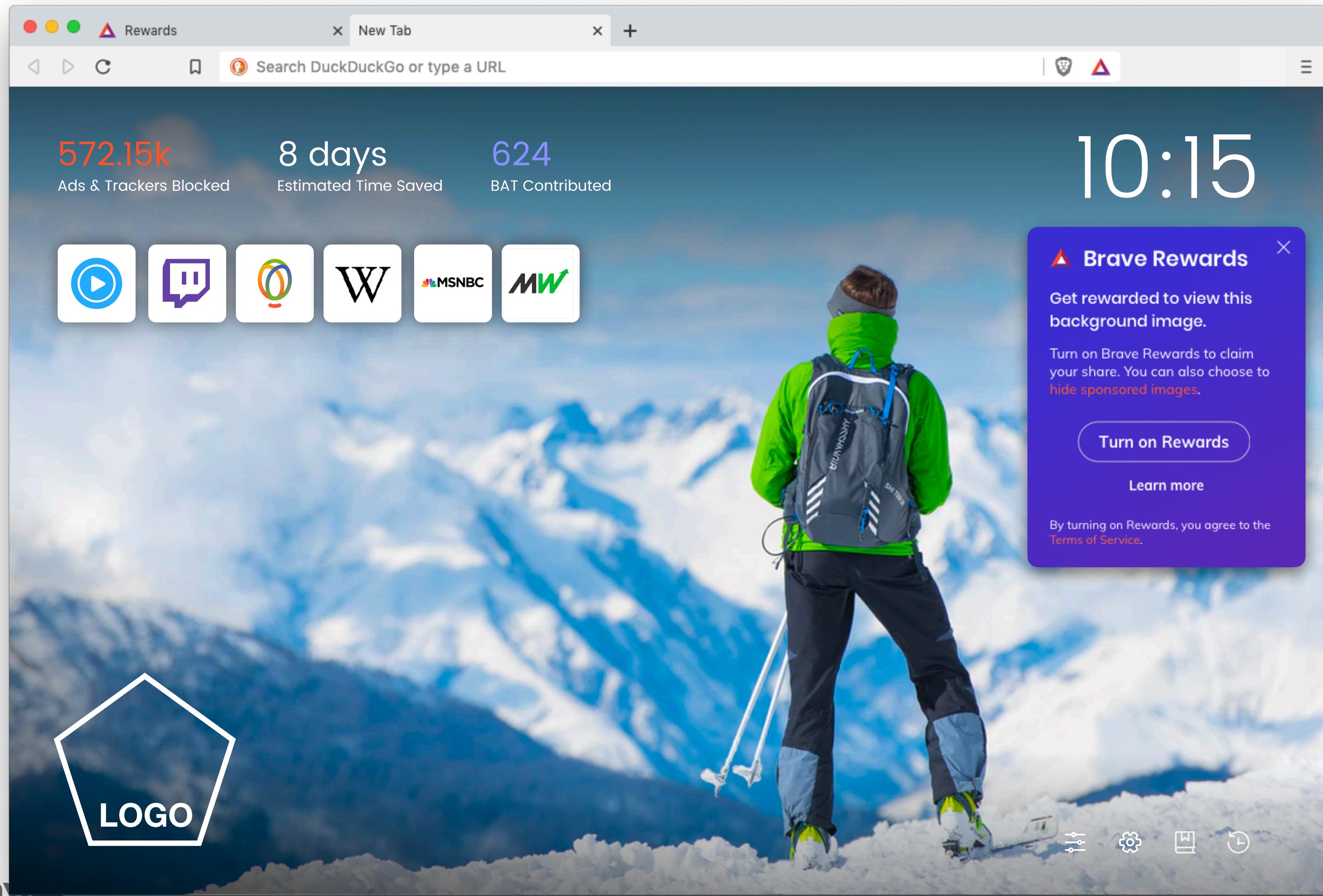
Sponsored Images are placed in rotation with Brave's Dashboard wallpaper.

All Brave users on all devices are presented with these images.

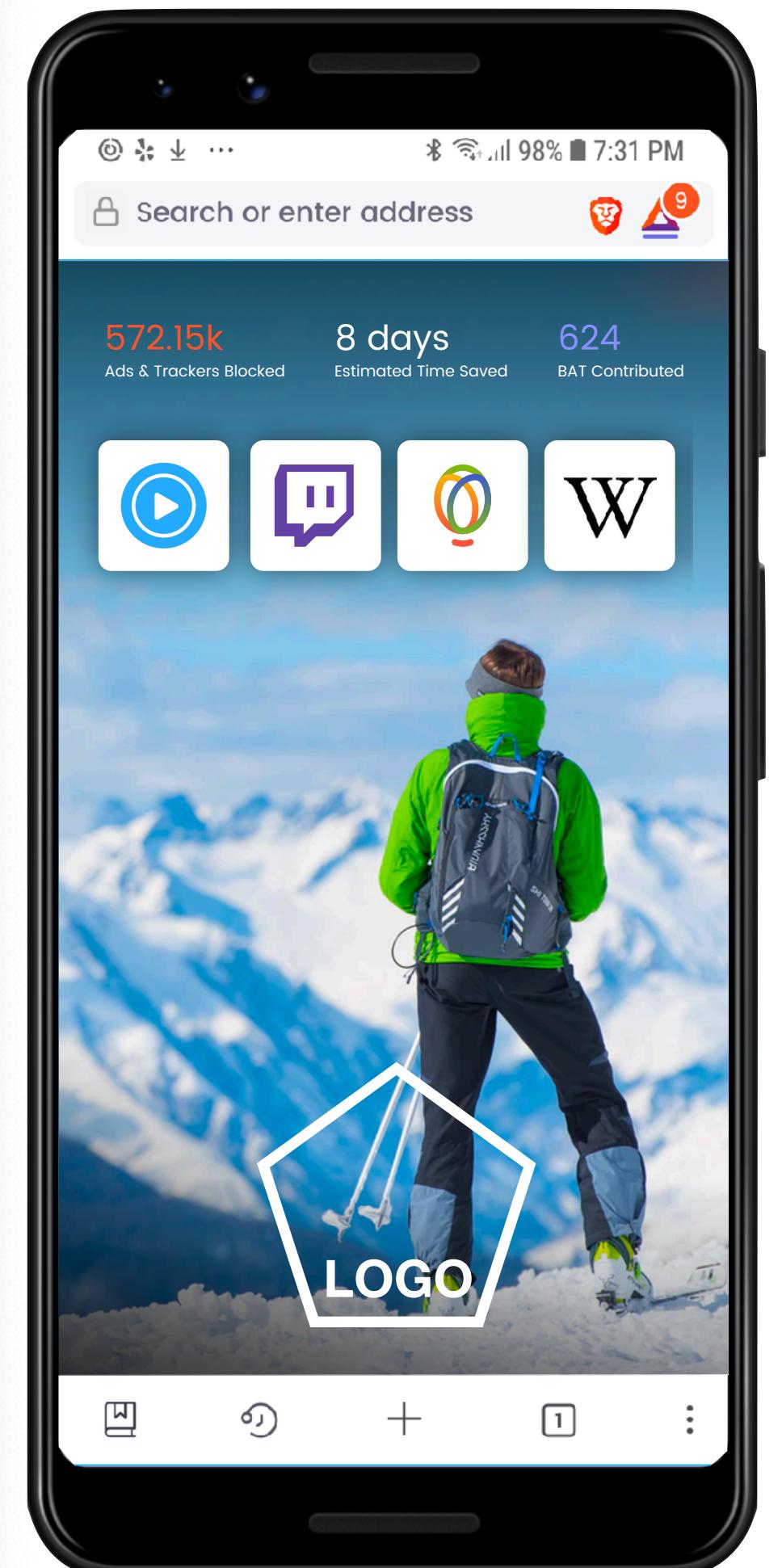
The first time the image is presented, an accompanying alert message explains that the image they are viewing is a sponsored image and they may receive a portion of the ad revenue by opting in to Brave Rewards.

# Sponsored Image Example

Mac OS, Windows and Linux

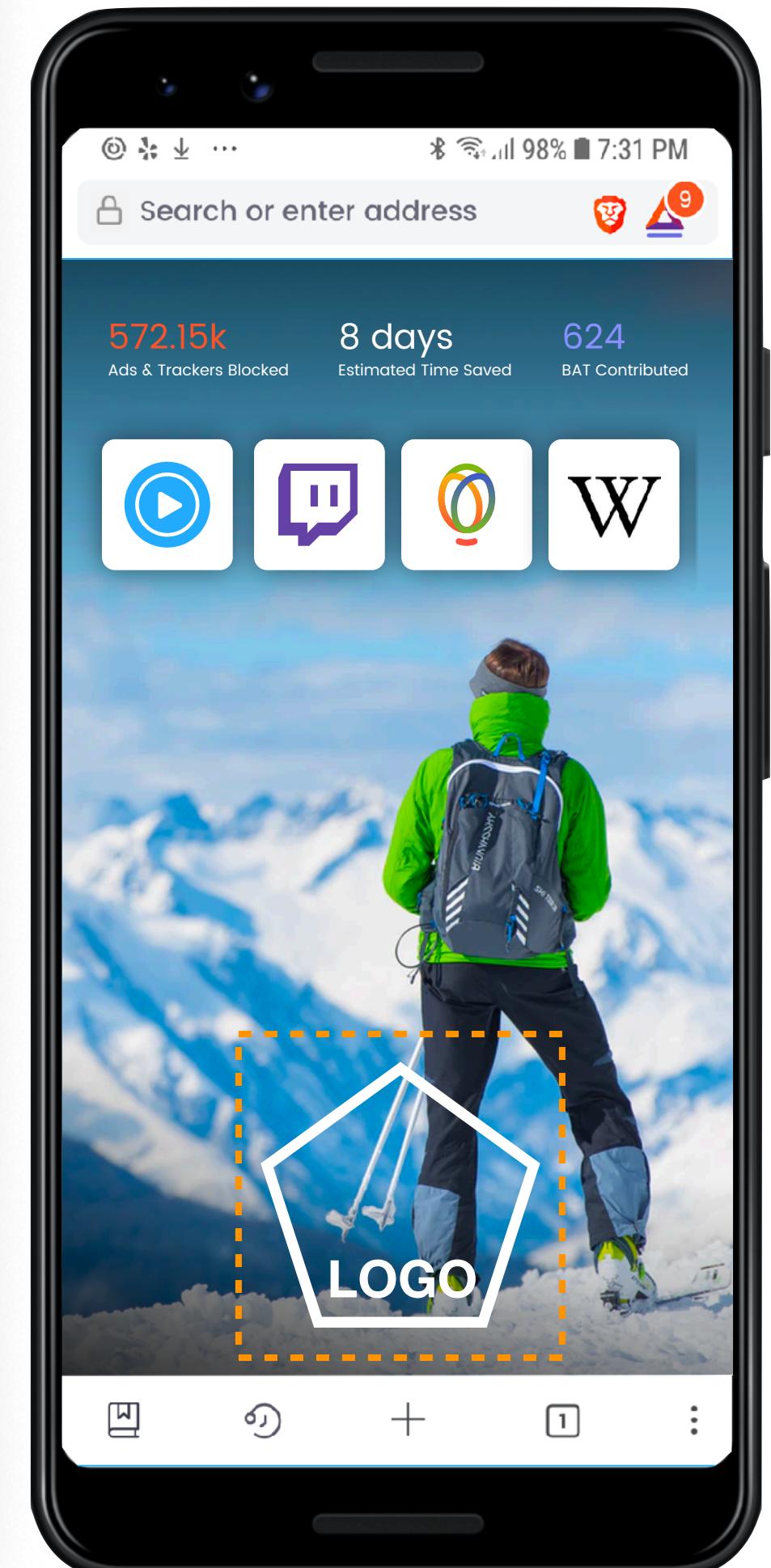
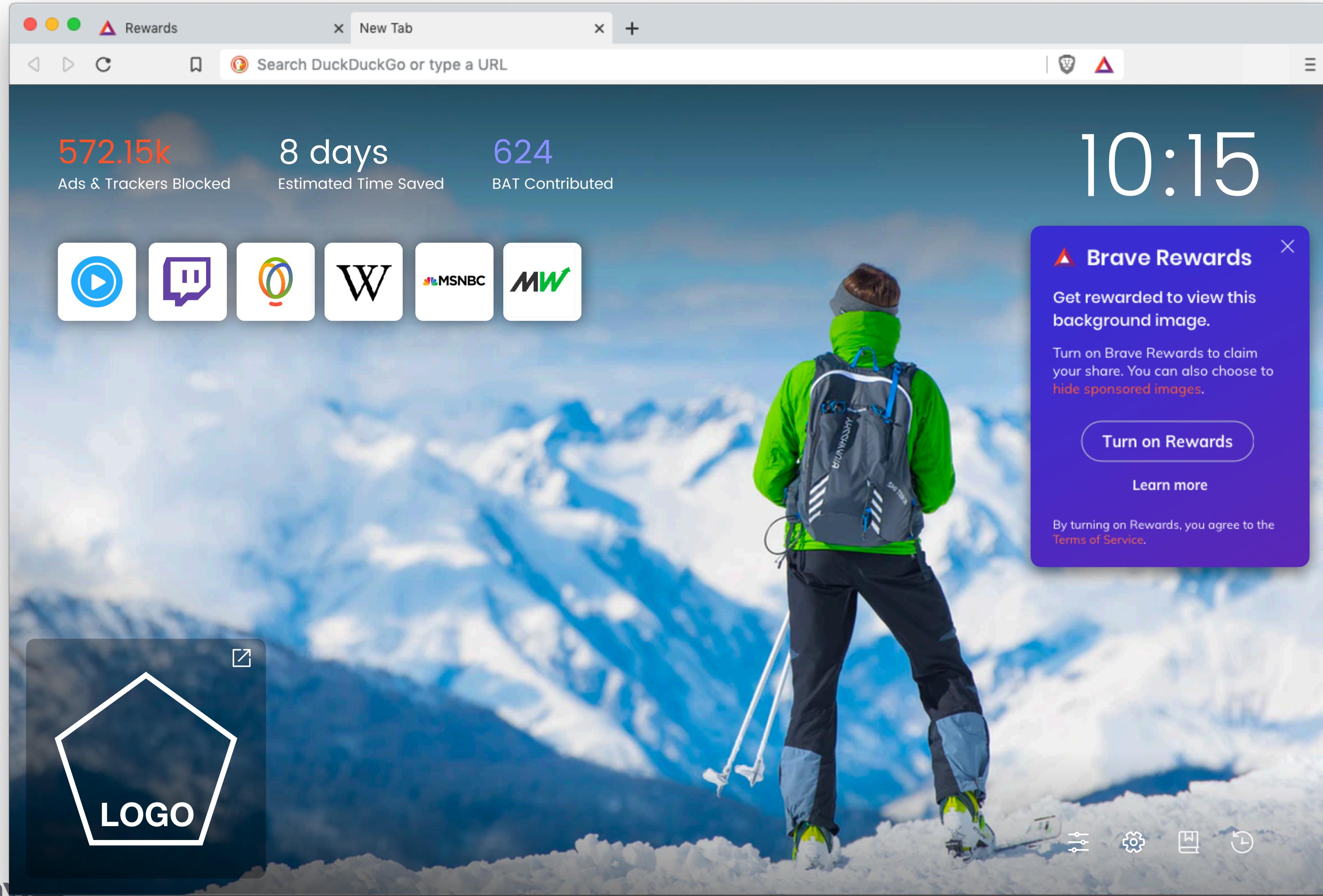


iOS, Android

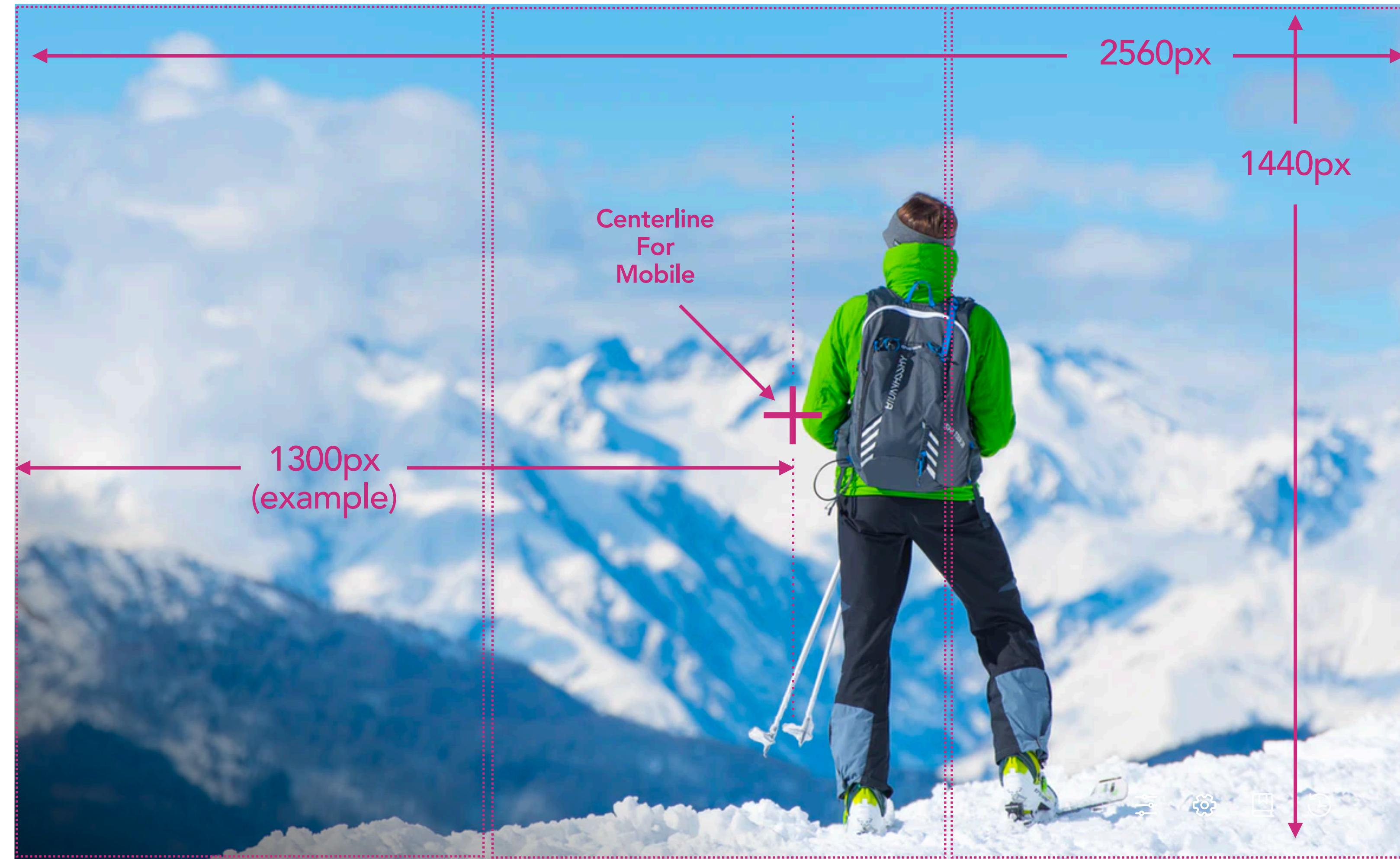


# Brand Click-Through

Click-through is achieved by clicking or tapping on the brand logo. The clickable area for desktop browsers uses a mouse-hover indication as well as a standard link icon. On mobile, the entire logo image is clickable but there is no mouse-hover.



# Brand Images



Primary region of interest

## Specifications

Number of images to provide:  
3 per campaign

Minimum Dimensions:  
2560px x 1440px

(Brave Design will scale images down to meet our 350kb max file size while maintaining image quality)

Format:  
JPEG Maximum Quality  
(Brave will process images down to 350kb)

Requirements:  
Sponsored images should reflect the brand. The image content should be flexible in a way that exact placement as a background image is not important.

Three images must be provided to reduce repetition for the user. The images will rotate into a natural New-Tab Dashboard request sequence.

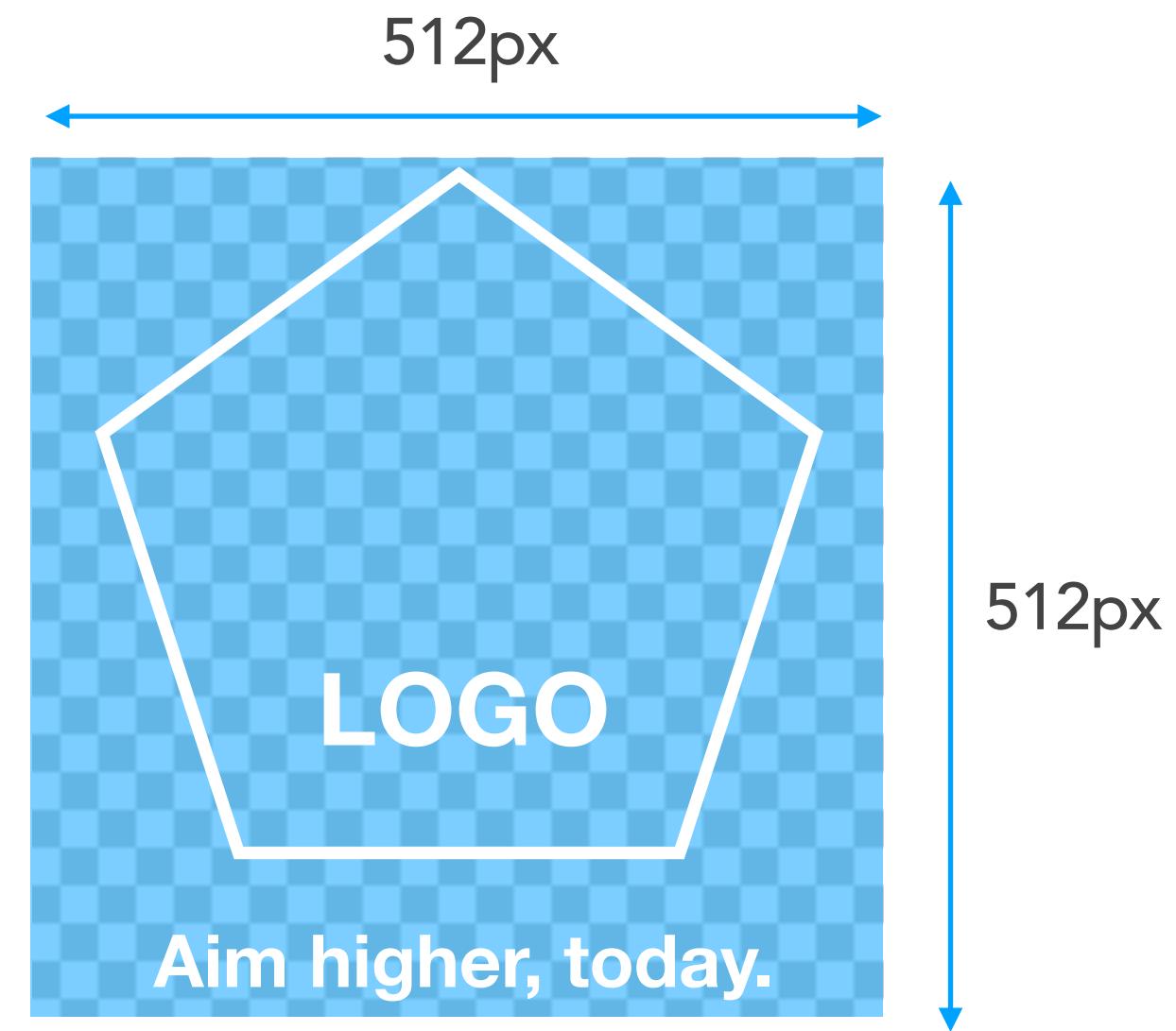
The primary focal point of each image should be within the center 1/3 of the image.

On desktop browsers, the image will automatically scale proportionally in x and y dimensions as needed depending on the height and width of the user's browser window frame, and will be centered horizontally with overflow on the sides and bottom as needed.

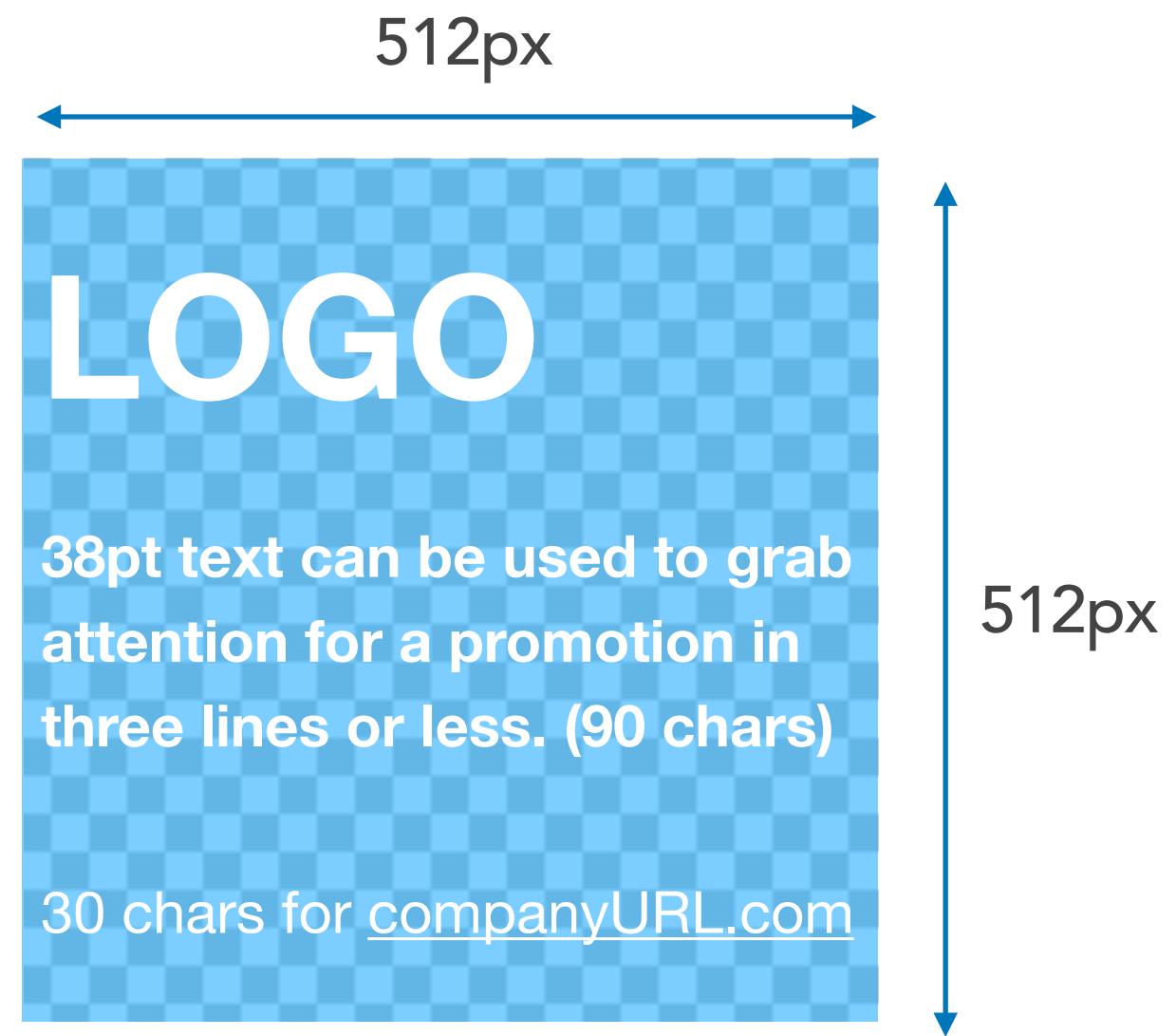
The image must be a horizontal aspect ratio, and cropped to match the dimension requirements.

On mobile browsers, the image will center by default. If desired, a centerline can be defined for improved positioning on mobile portrait view. (see mobile centerline information)

# Brand Logo Specifications



Larger Logo w/optional tagline



Smaller logo w/optional promo copy and optional URL

High resolution logo image

**Dimensions:**

512x512 pixels

**Format:**

PNG with transparent alpha channel

**Color:**

1-color, reversed (white) for text.

Colors in logos is acceptable but white is preferred for legibility.

**Copy (optional):**

Fewer words usually work better

3 lines max at 38pt minimum font size for legibility

**Requirements:**

The logo image should be sharp with crisp edges.

Only solid white may be used. (anti-aliased edges are acceptable)

On mobile browsers, the logo will be scaled to approximately 40% of the screen width.

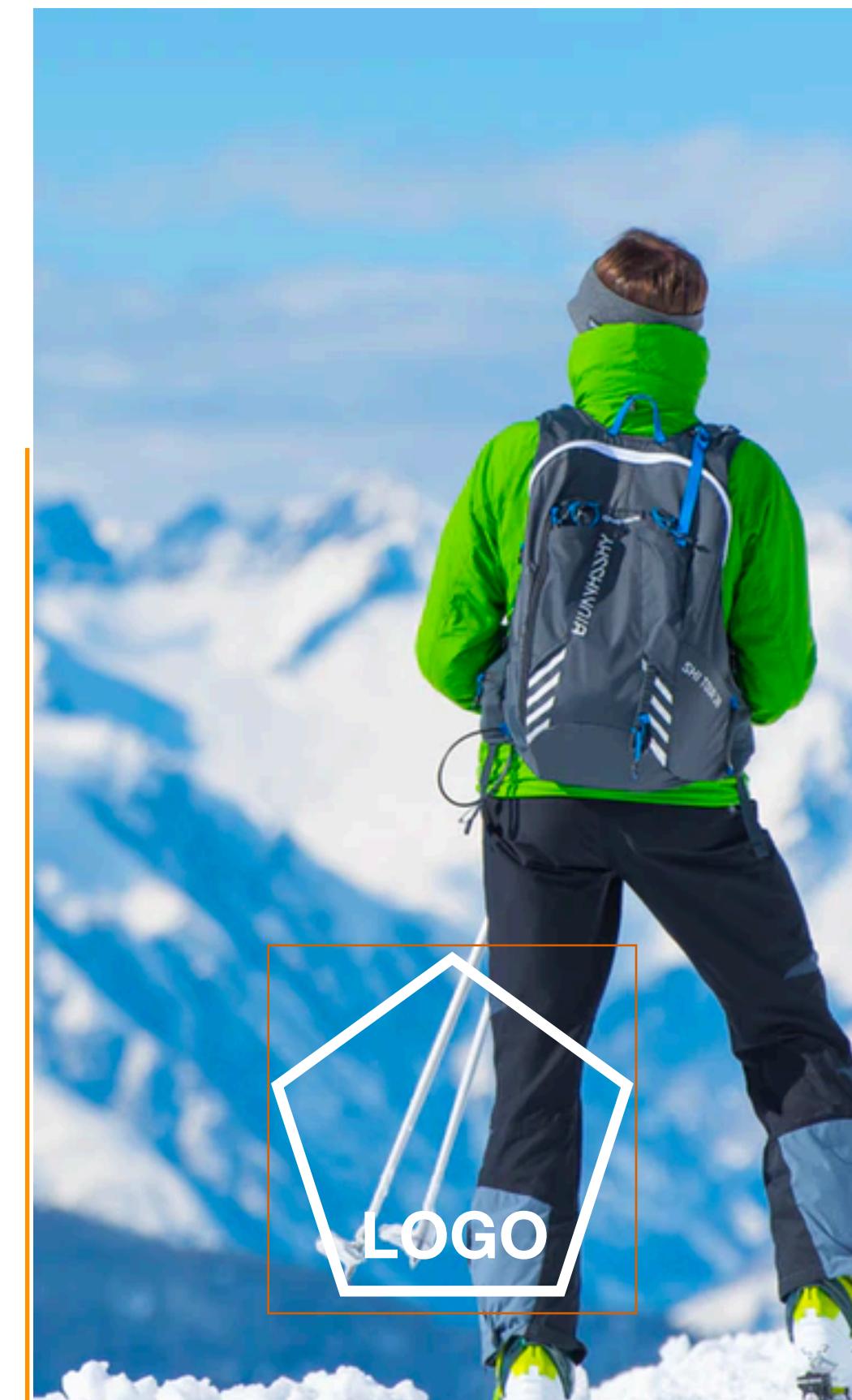
The larger size of the logo file accommodates higher DPI displays. (ie; Apple Retina)

# Brand Logo Placement

Desktop/Mobile Landscape Placement



Mobile Portrait Placement





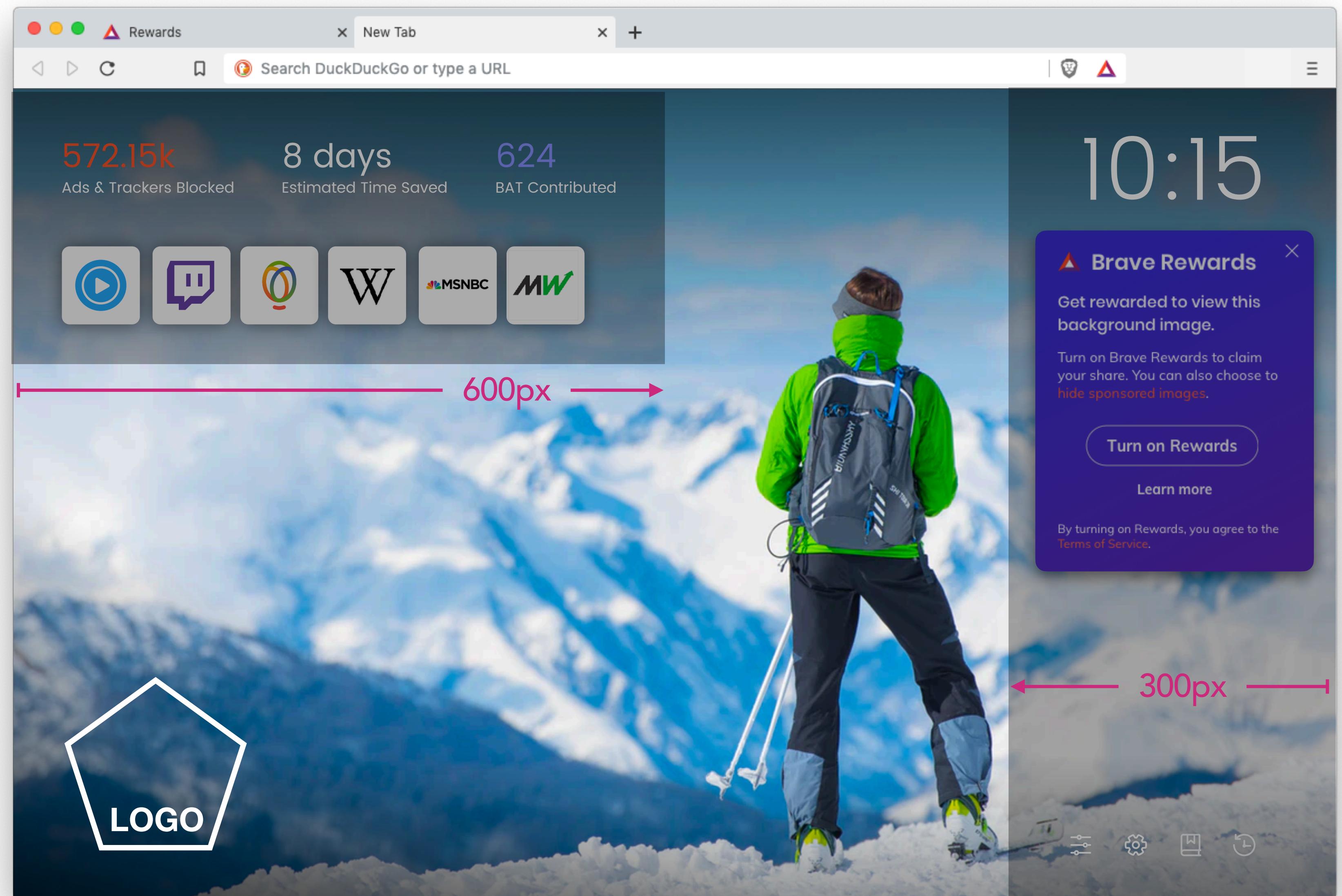
## Brand Images: Mobile Centerline

On mobile browsers, the image will center by default.

If desired, a centerline can be defined for improved positioning on mobile portrait view. (see mobile centerline on next page)

The centerline is defined from the left edge of the image.

In the **example** to the left, we want the skier's elbow to be centered on the mobile portrait view. Thus, we measure from the left edge of the image and get 1300px.



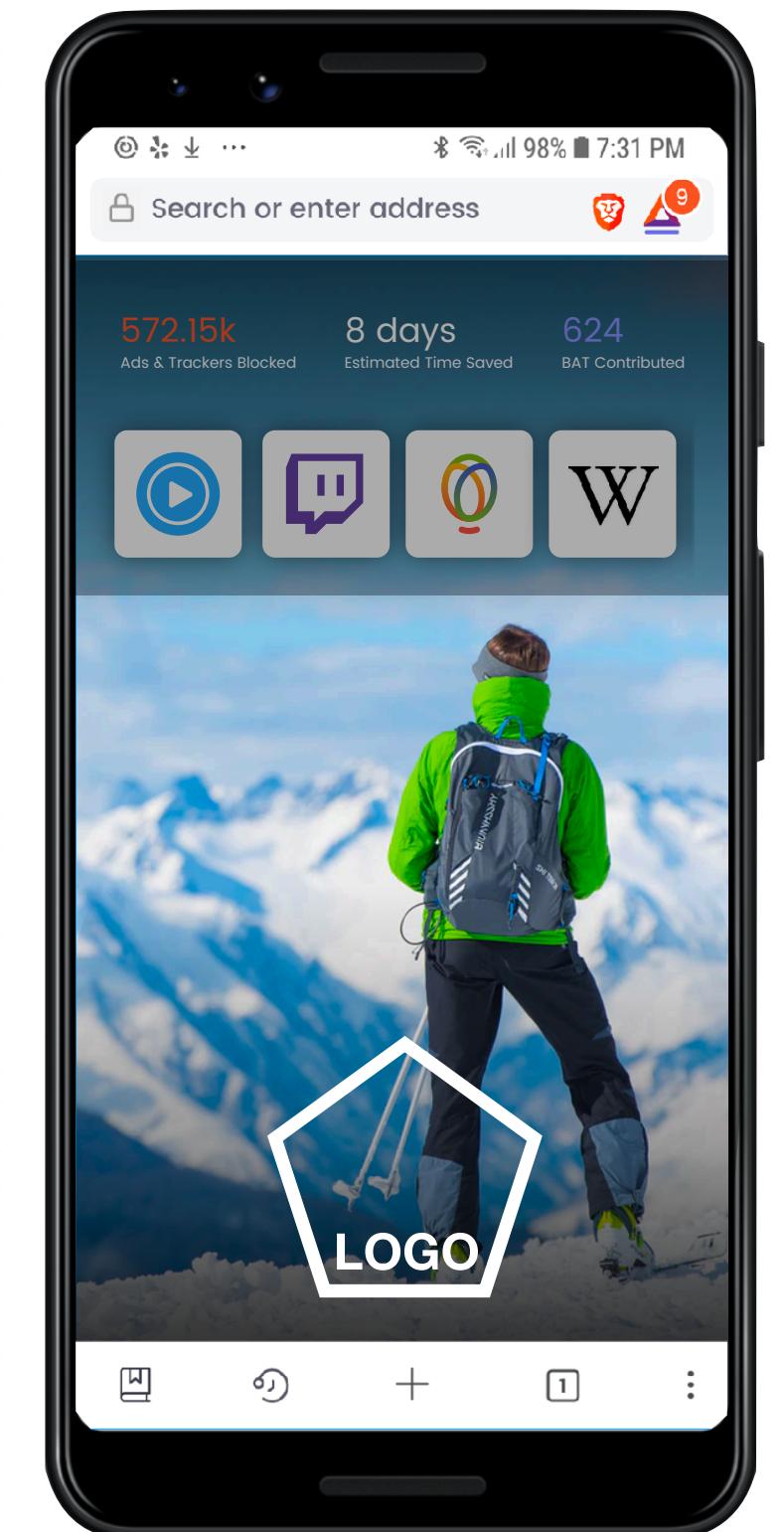
Mac OS, Windows and Linux



## Image Coverage Areas

The New Tab Dashboard includes features and widgets that are presented by default. This creates general keep out areas where important image information should be avoided.

These areas are approximate because the window can be resized and the features may move or shuffle based on the screen width.



iOS, Android

## Device Darkening Gradients



Mac OS, Windows and Linux

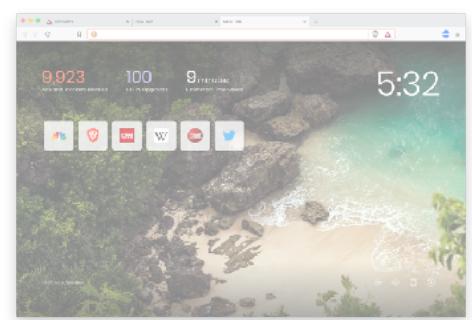


iOS, Android

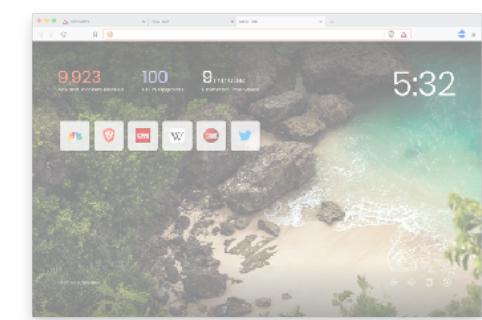
All versions of the Brave Browser include darkening gradients that appear over the background images. These can NOT be removed or adjusted. For this reason, white logos and text usually work best for the logo clickable image. Darker high-color background images work best under these gradients. (Avoid white or light background images)

# Brand Image Rotation

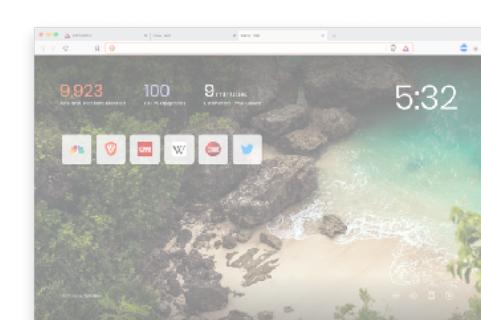
1



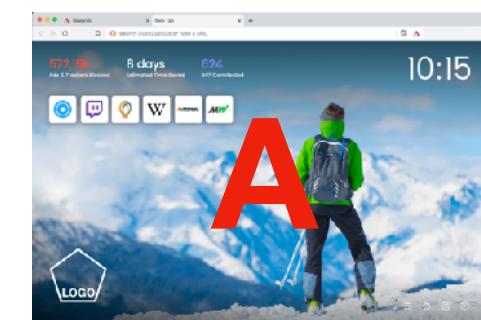
2



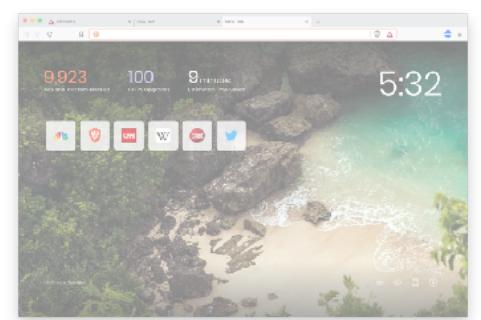
3



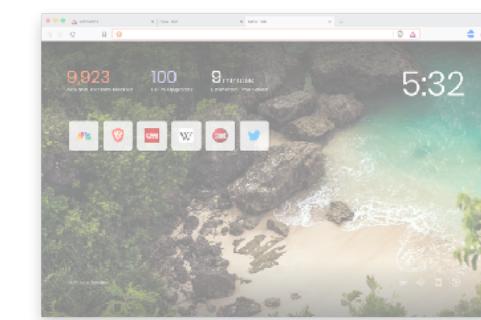
4



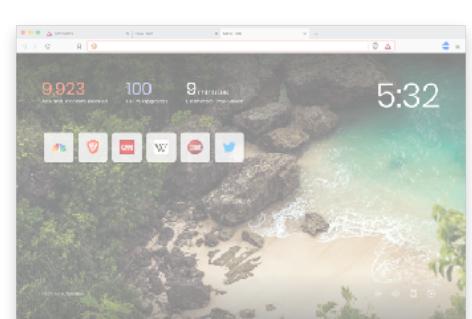
5



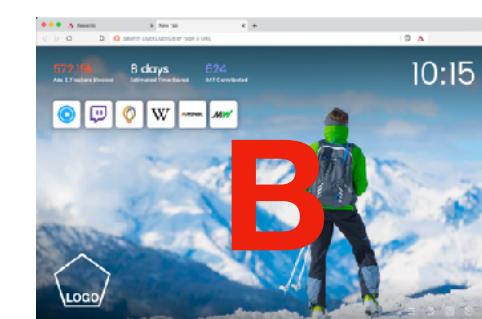
6



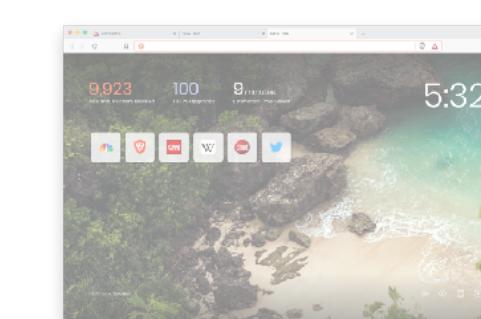
7



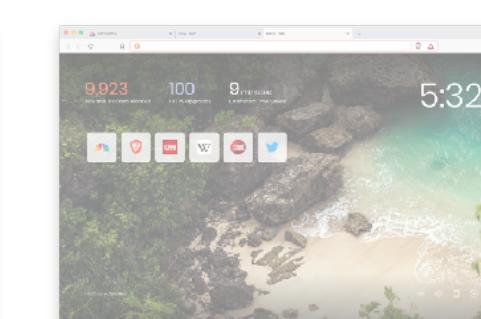
8



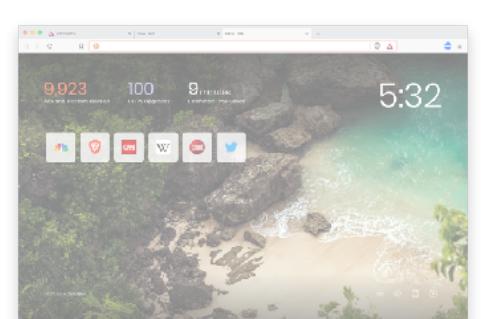
9



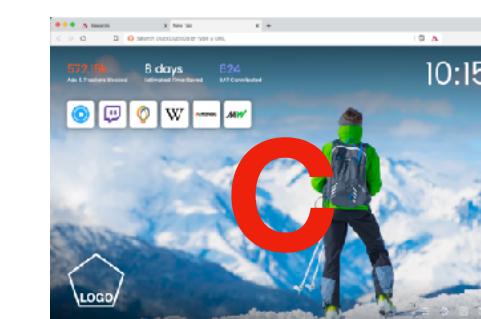
10



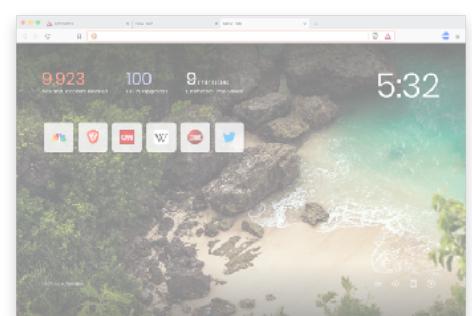
11



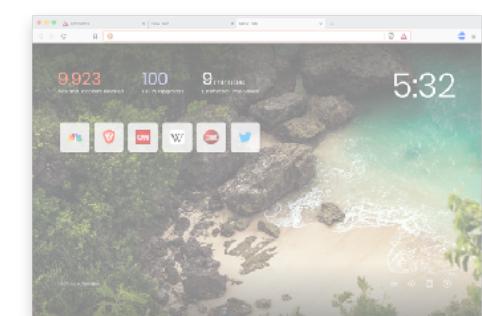
12



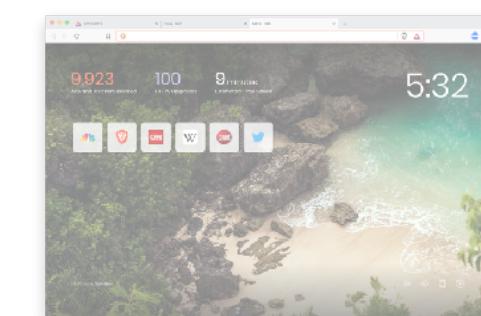
13



14



15



16



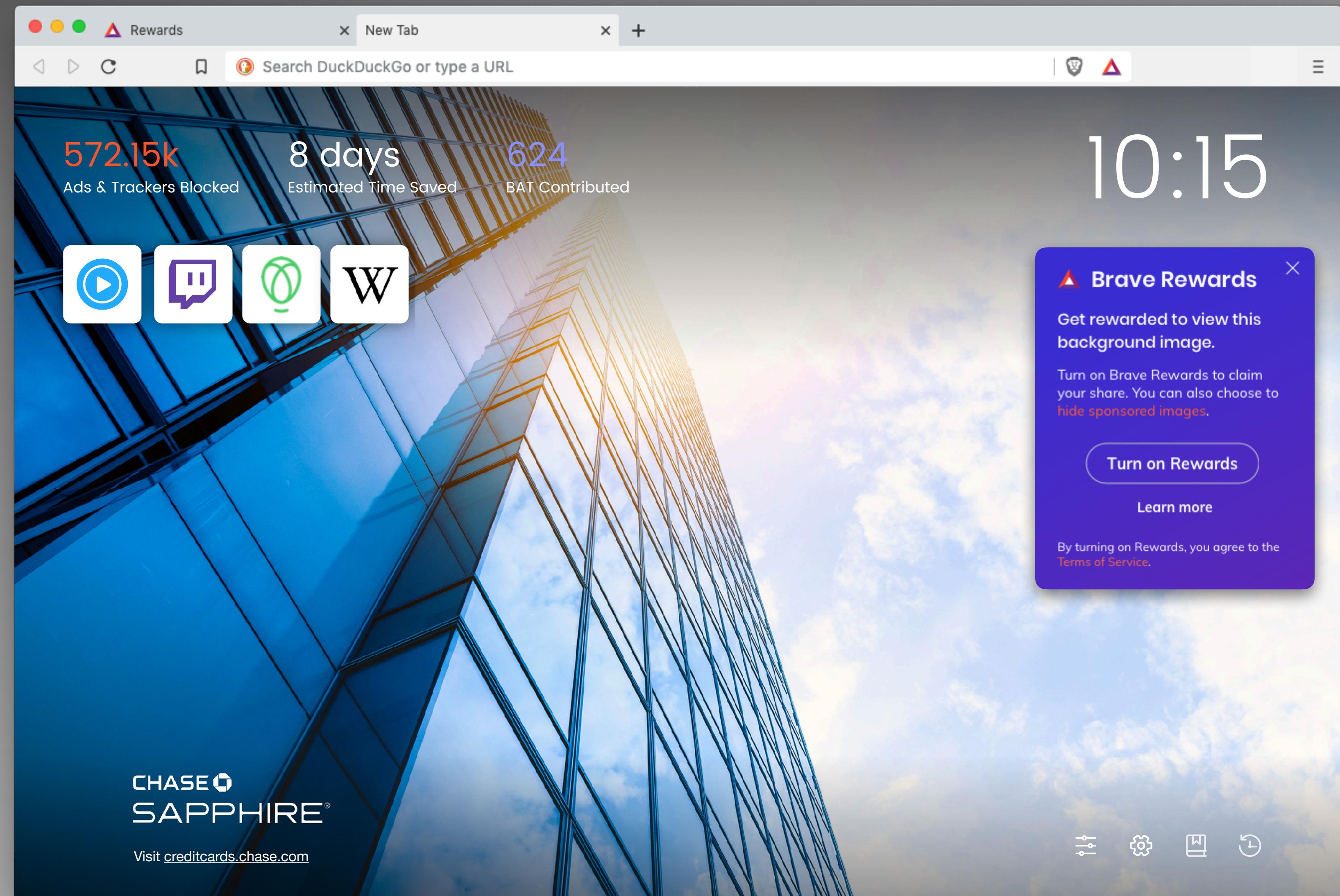
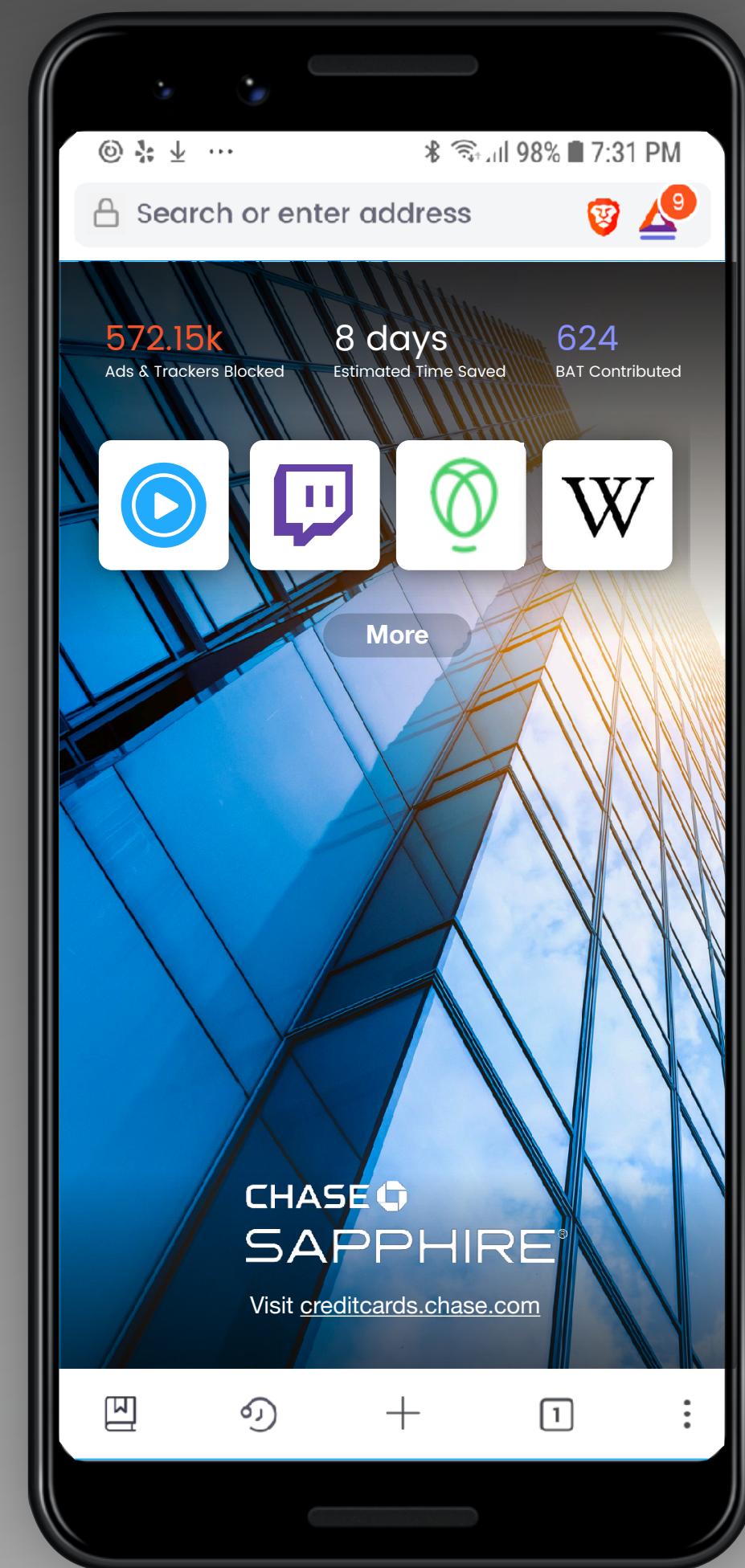
## Placement Interval - 25%

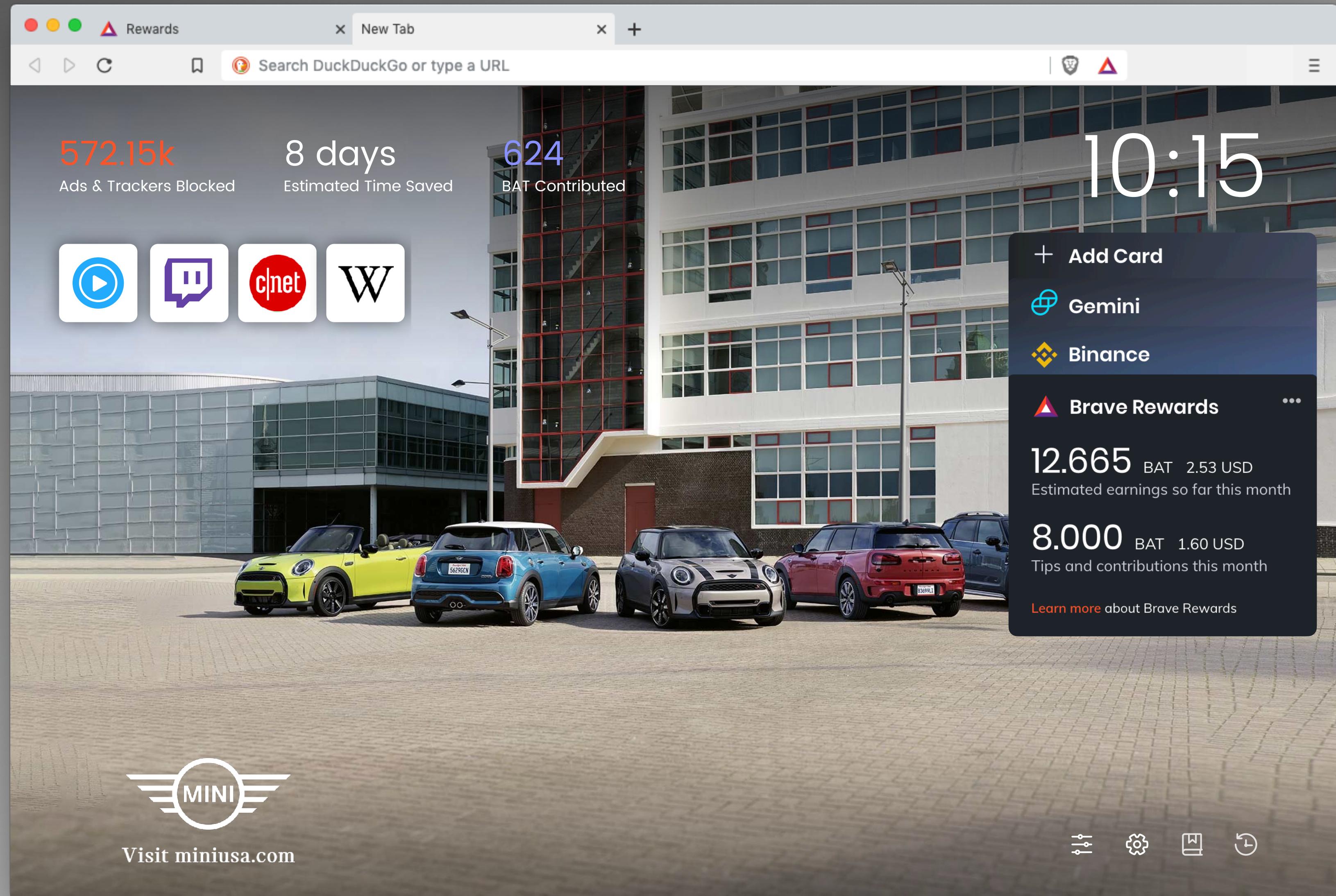
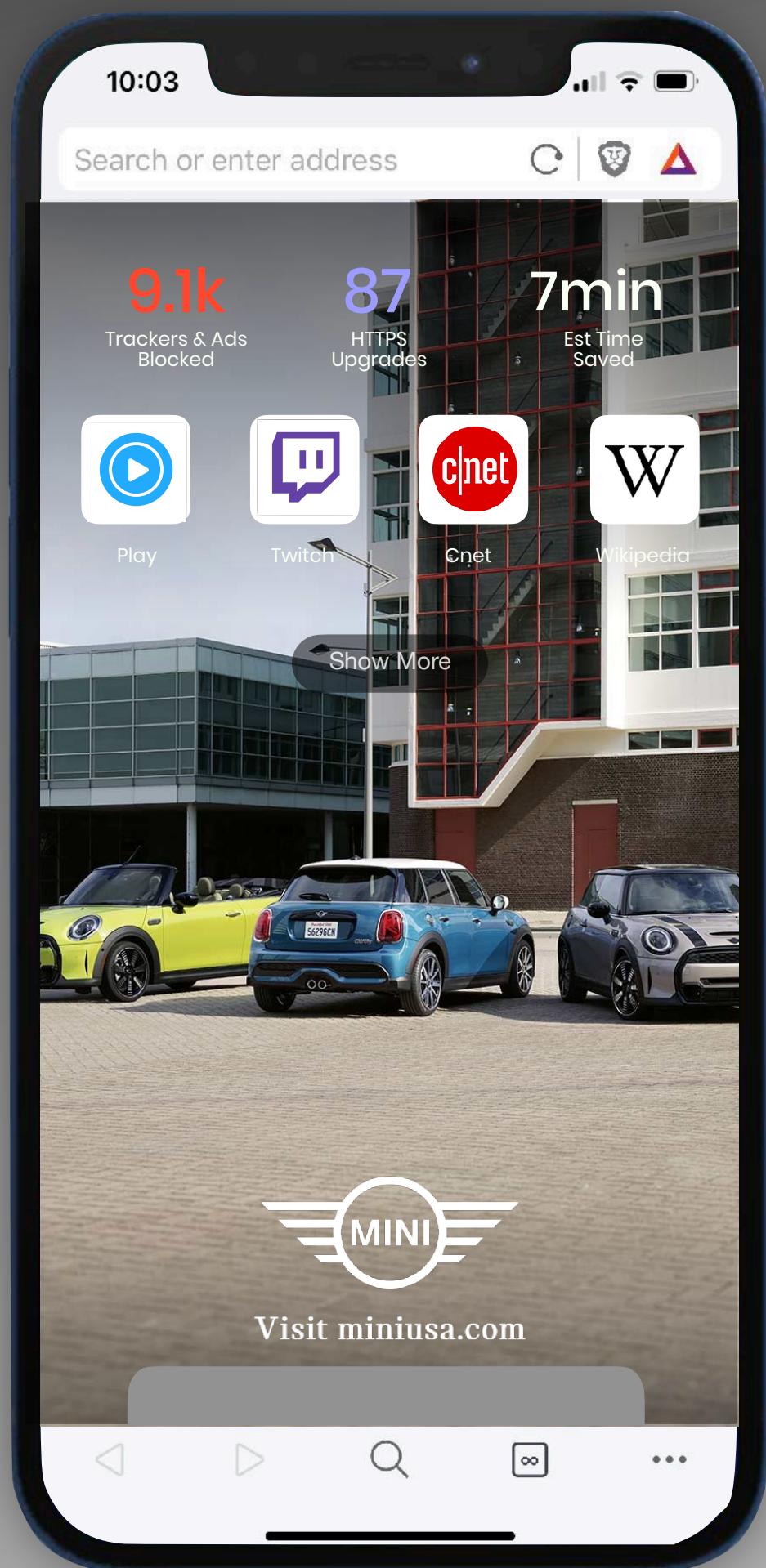
Brand images are presented to the user on an interval basis as Dashboard interstitials.

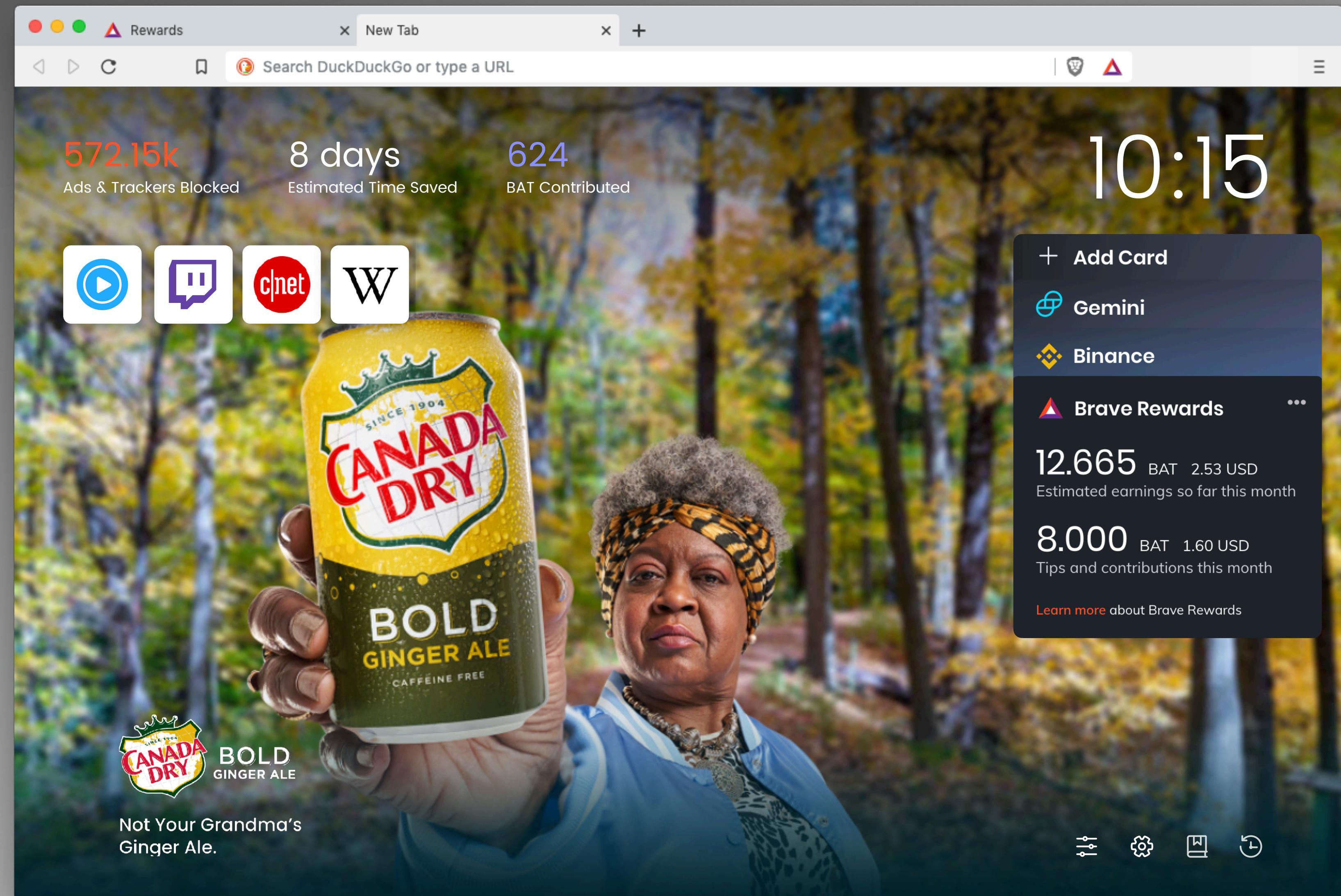
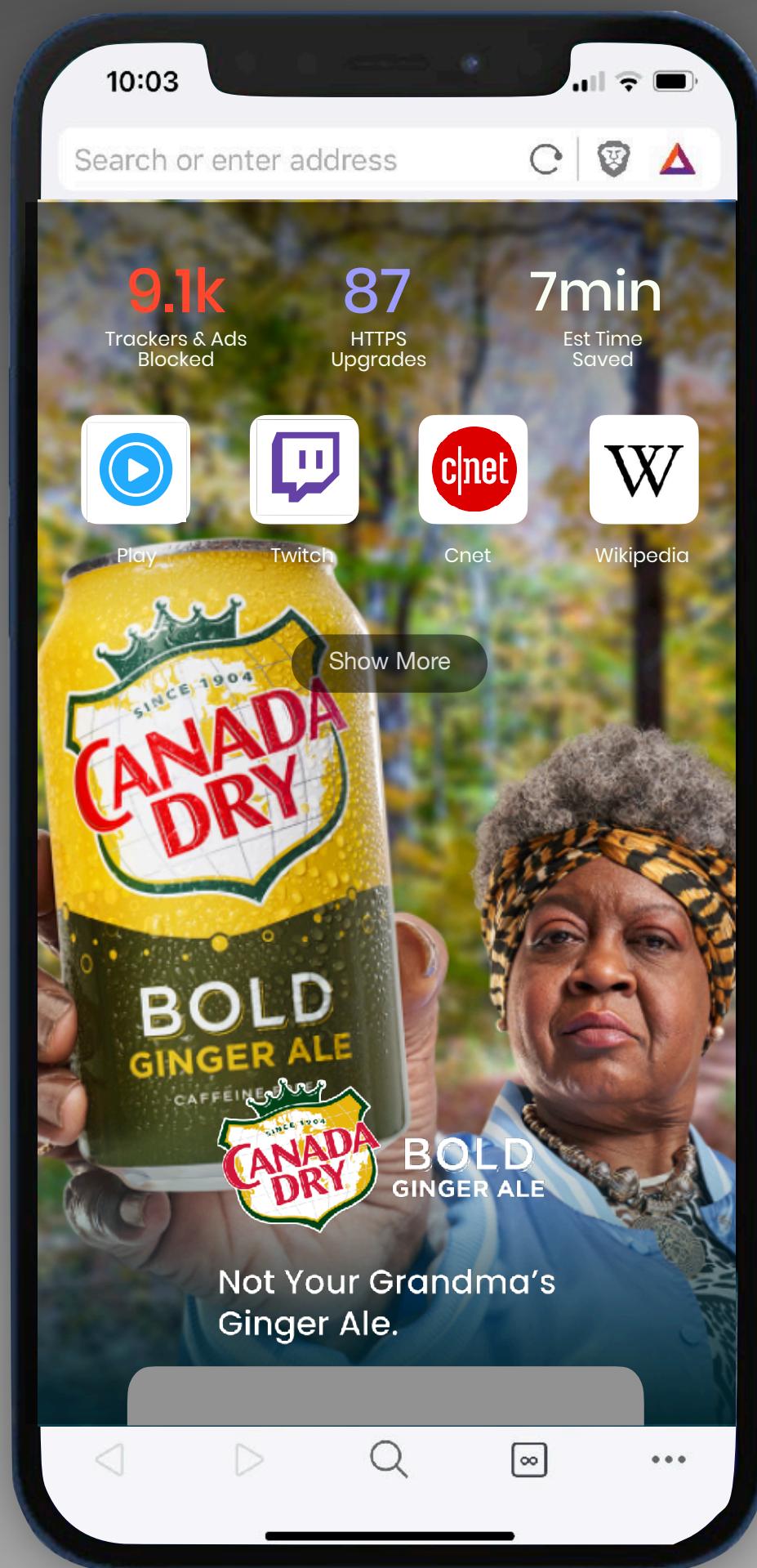
Each time an image is shown, it rotates through the provided set of 3 images.

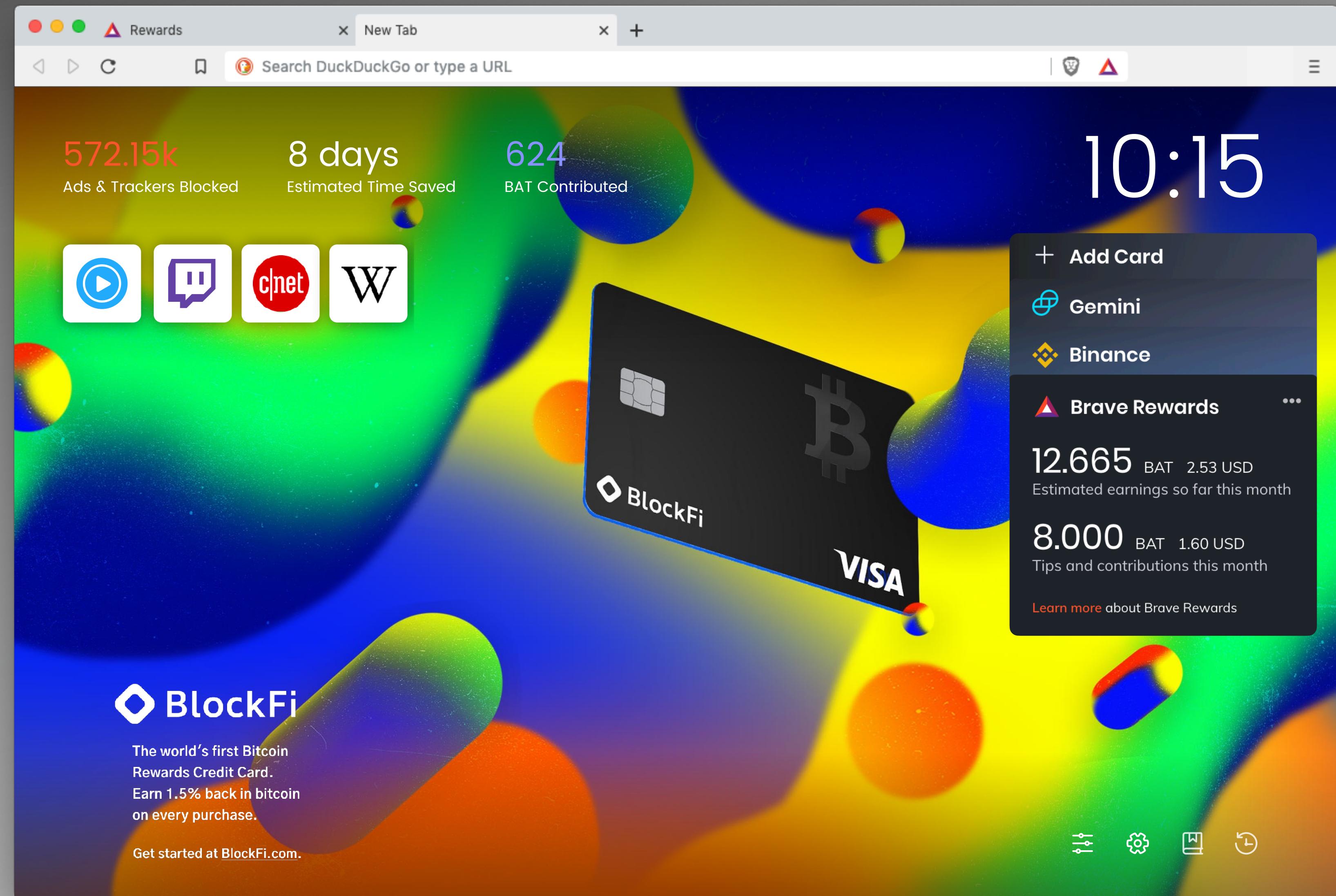
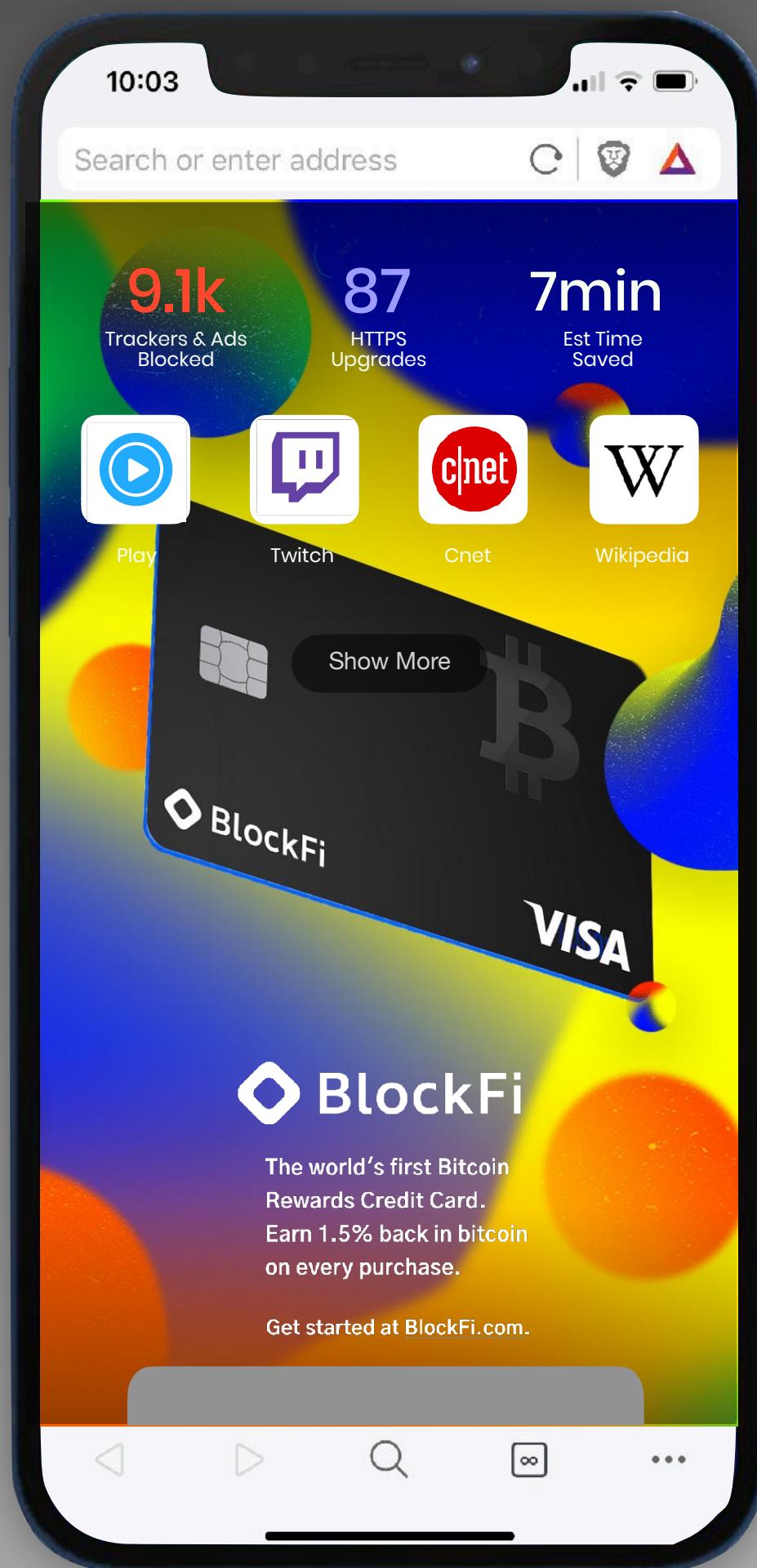
Non-branded images are chosen at random from a set 13.

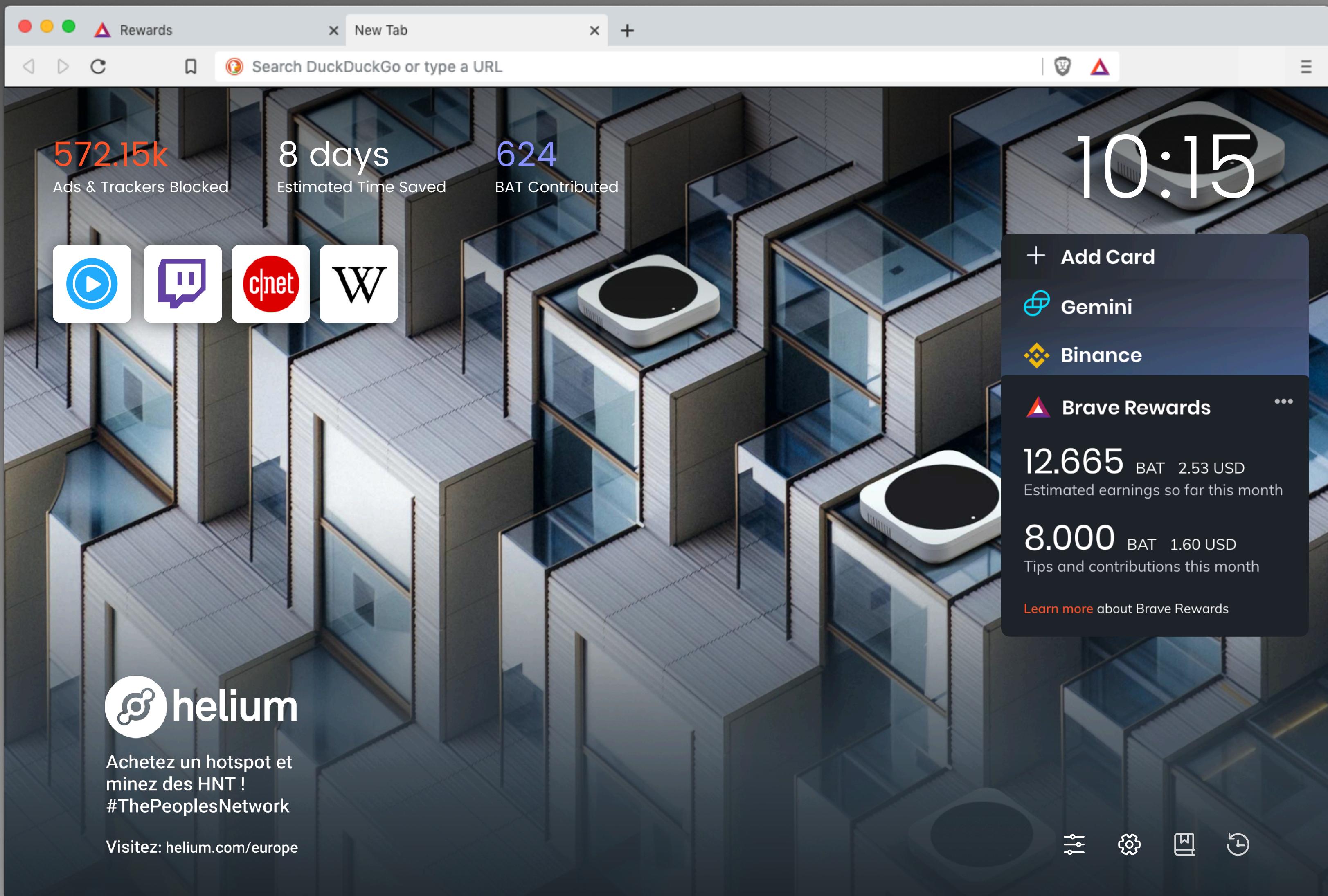
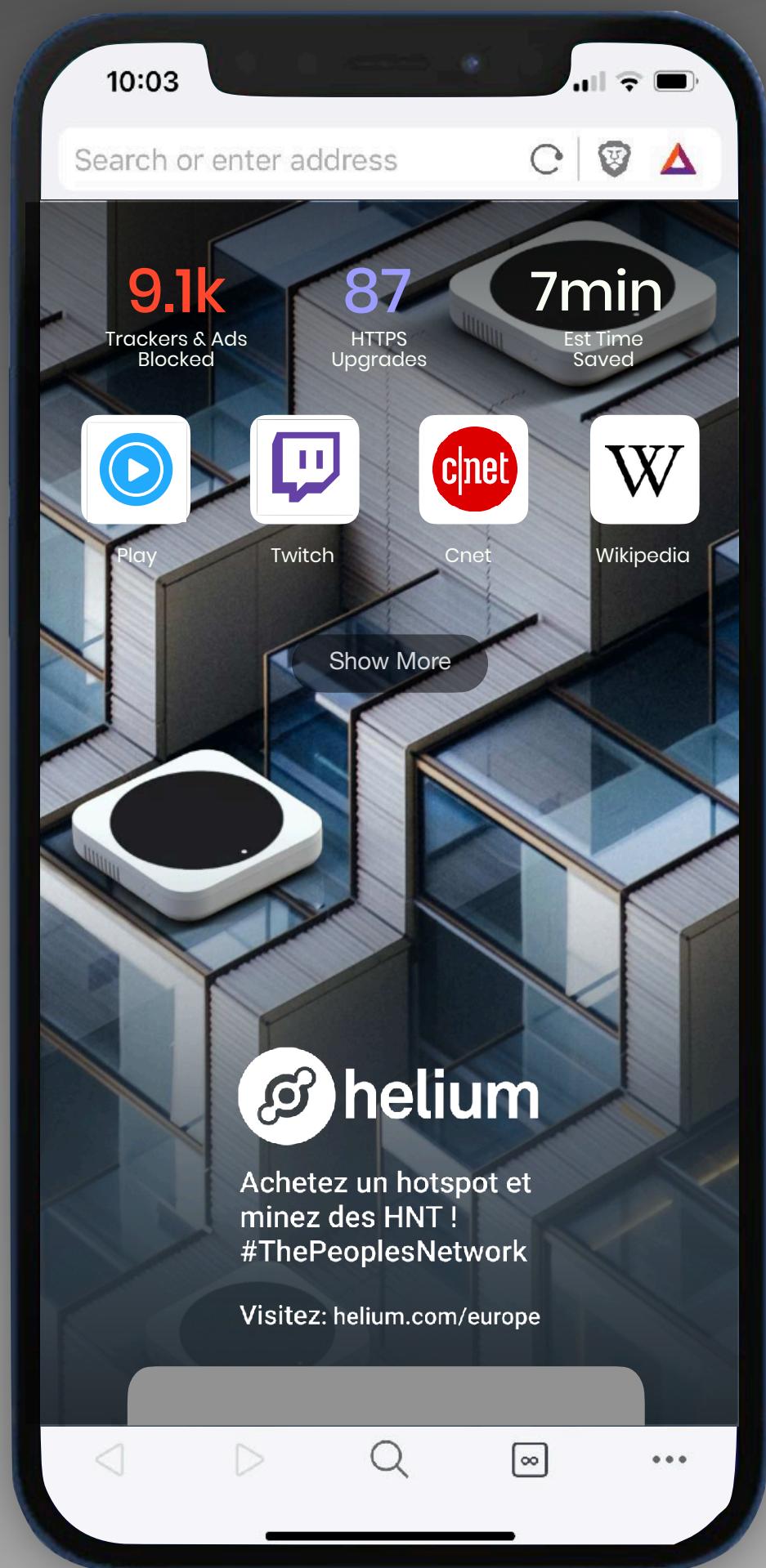
# Example Brand Placements

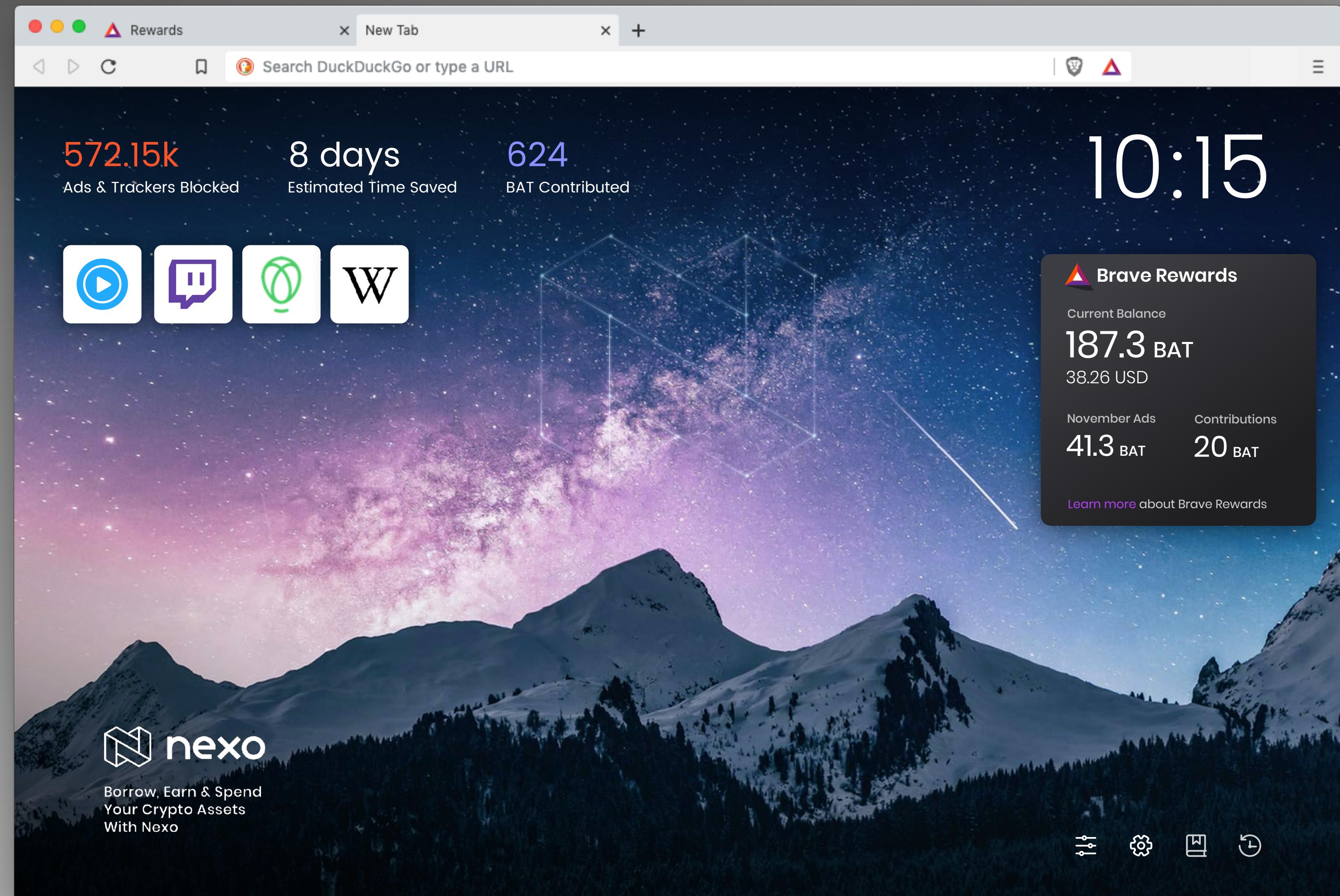
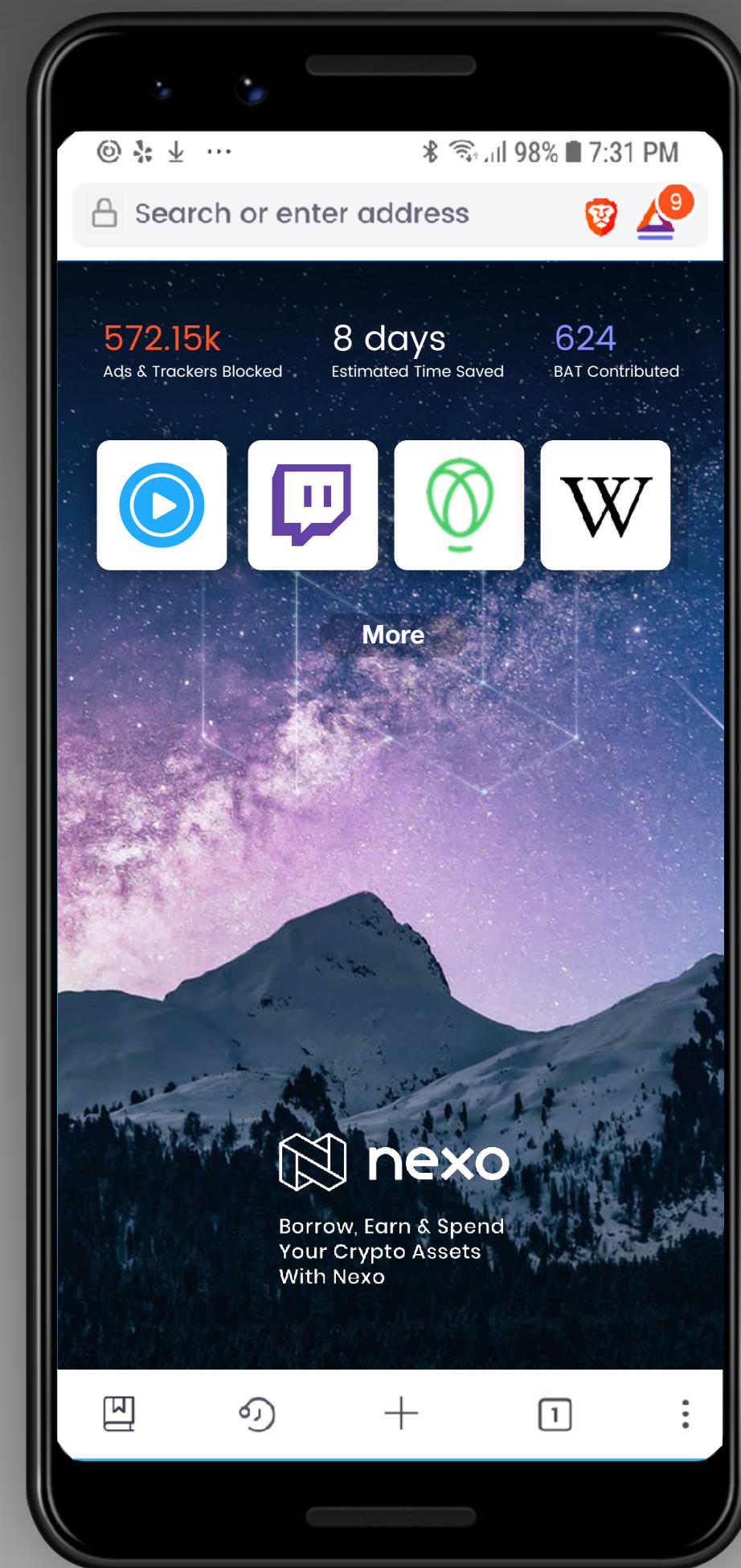


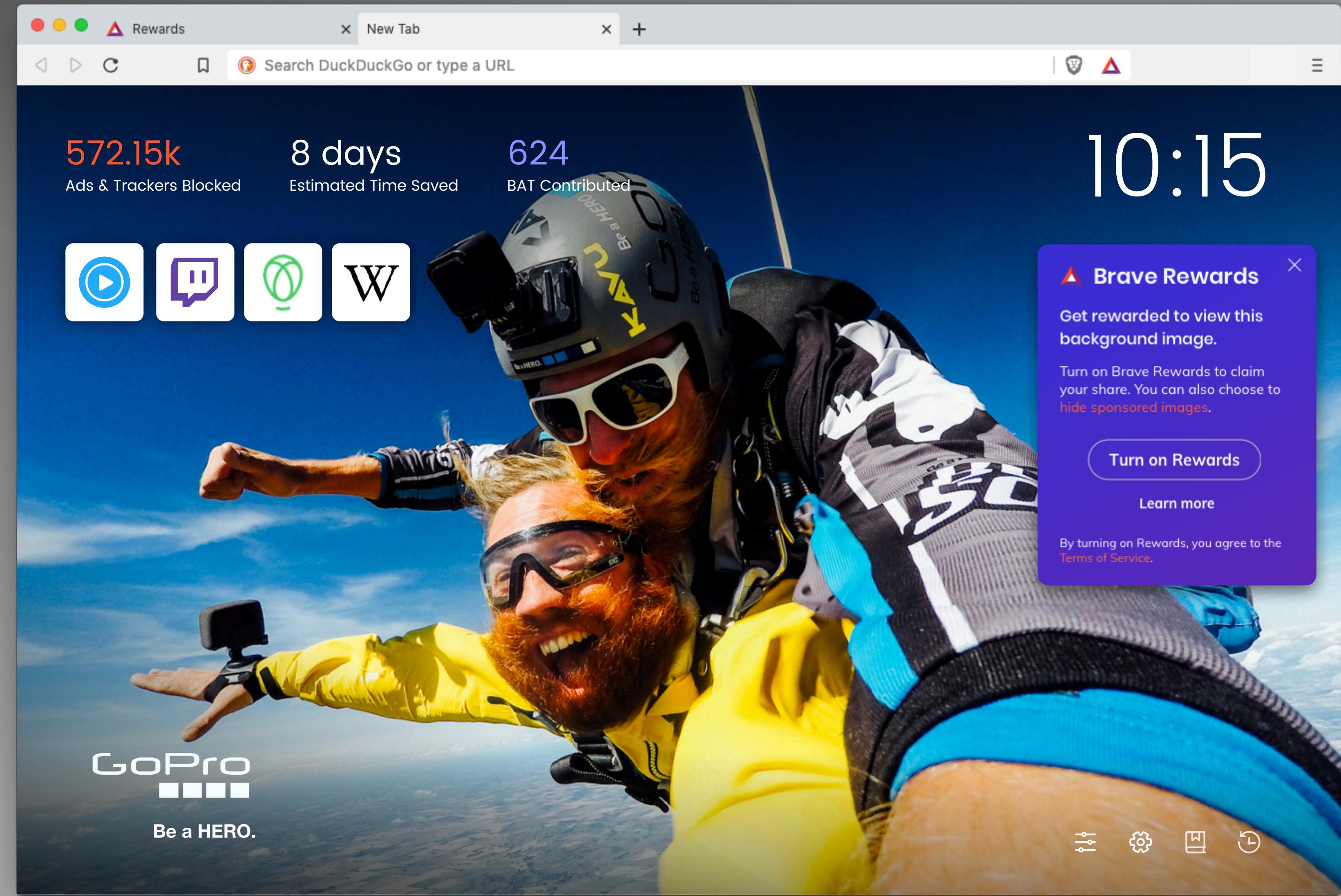
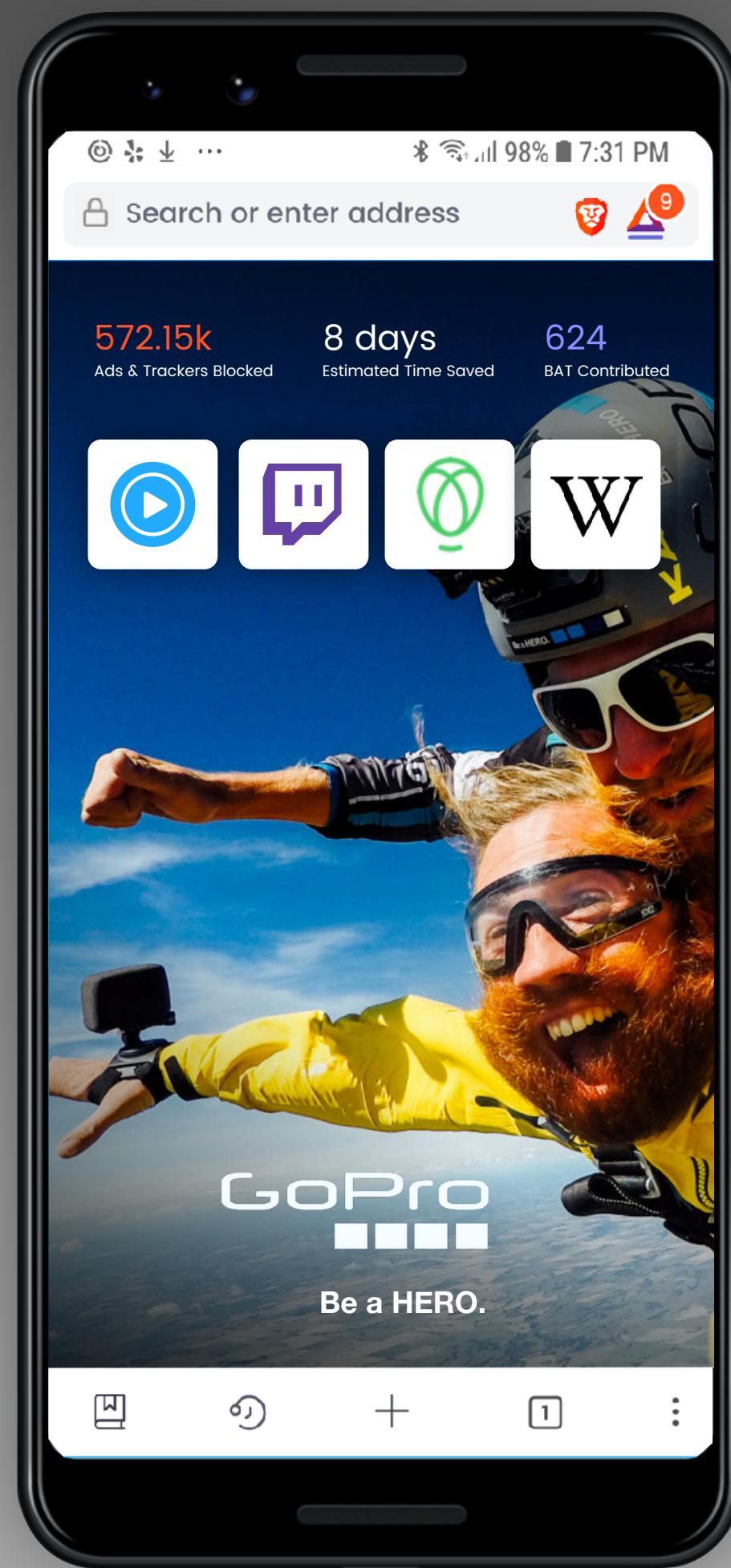


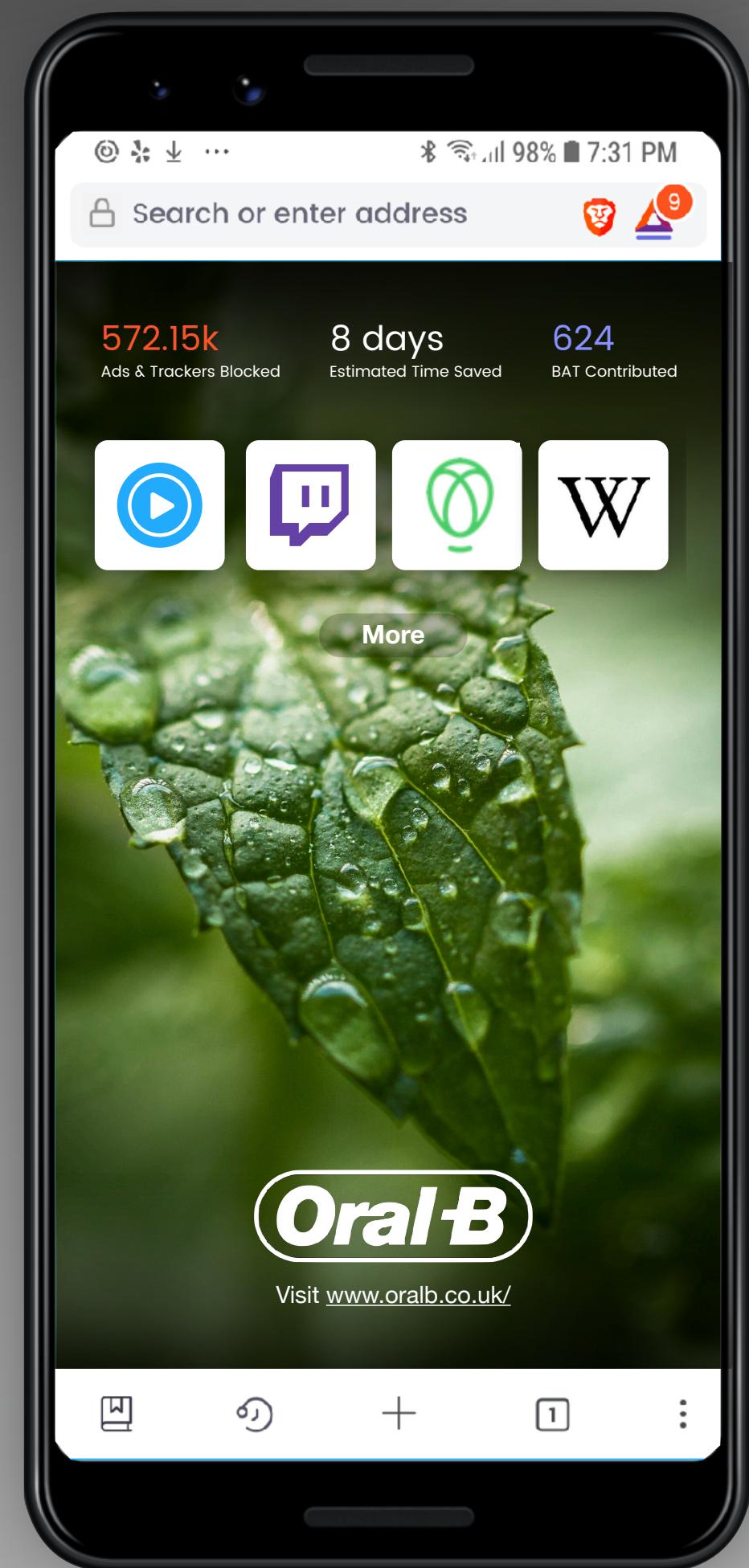






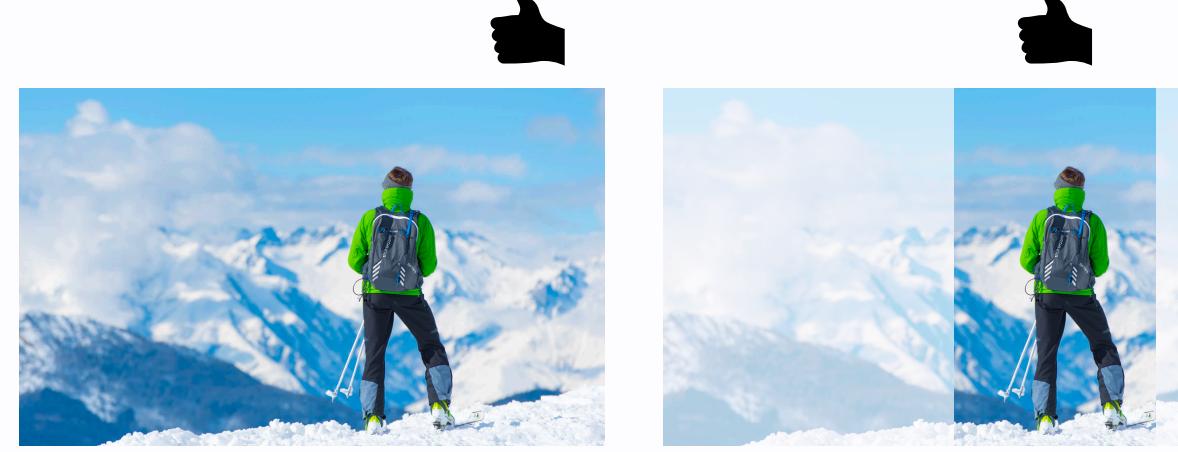






A screenshot of the Brave desktop browser on a Mac. The top bar shows the title 'Rewards' and a 'New Tab' button. The search bar contains the text 'Search DuckDuckGo or type a URL'. The main content area features a green leaf with water droplets as the background. At the top, the mobile stats are displayed: 572.15k Ads &amp; Trackers Blocked, 8 days Estimated Time Saved, and 624 BAT Contributed. Below the stats, there are four small icons: a play button, a purple square with a white 'T', a green circle with a white 'W', and a white 'W'. A large digital clock shows 10:15. In the bottom right corner, there is a 'Brave Rewards' sidebar with the following information: Current Balance 187.3 BAT (38.26 USD), November Ads 41.3 BAT, Contributions 20 BAT, and a 'Learn more about Brave Rewards' link. The bottom of the screen shows the desktop browser's navigation and tab controls.

# Basic Sponsored Image Guidelines



**Images must look and work equally well in landscape and portrait viewports.**

A single image is used for both landscape and portrait orientations. The portrait viewport on mobile crops the landscape image resulting in the left and right third of the image being hidden. Therefore pay close attention to how the landscape image will be displayed in the mobile portrait viewport.

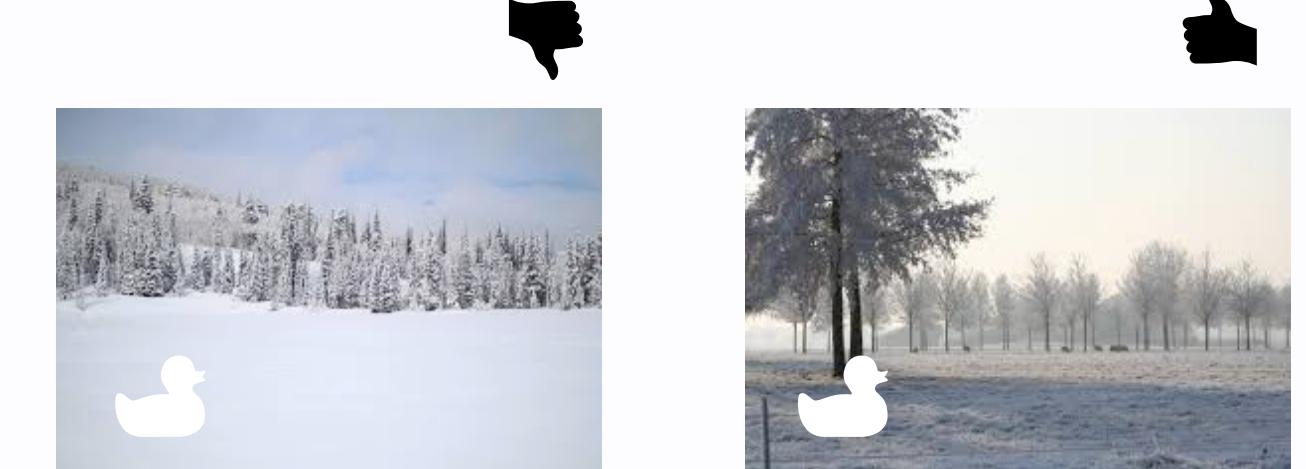


**Notes about images containing people:**

The images should not show eyes looking directly at the camera. User feedback has demonstrated that this is not desirable.

Closeup portraits of children should be avoided. Children may be part of a larger gathering of people with 1 additional adult as a minimum.

**Images should have darker footer areas to allow the logo/brand to appear bright and legible.**



A darkening gradient can be added to most images to correct for undesirable brightness in the logo area.

**Q. Do background images need to be beautiful landscapes?**

A. No, but we know our users prefer them. We recommend interesting landscapes that fit your Brand. Other images subjects can work well like cityscapes, architecture or even geometric photo-visuals. Brave will review every image and discuss concerns as they arise.

**Q: Can I incorporate text and graphics into the background image?**

A. No. Brave will not accept background images that contain text. Due to the nature of how the image appears on various platforms, the text would usually be covered by other elements or misaligned. The Logo Image provides an area for minimal text placement if needed.

**Q. Can I use a single product shot AS the background image?**

A. No. The images should be attractive to a general audience. A product placement can be used but should be small - as a part of a larger scene. Or with people using the product in a fun manner.

**Q. Can the image feature people or animals?**

A. Yes, but Brave will review each image and provide feedback as needed. Brave is avoiding images that look like typical ad photography. The image should not look generic or typical and uninteresting.

**Q: Can I add a hyperlink to the logo image?**

A. Yes. But the logo file can only have one hyperlink. Adding the appearance of a link may help communicate the availability of a click-through to your audience but it is not required for a successful campaign.

**Q. Can I localize the text in the logo image?**

A. Yes, to a degree. You may provide regional images that are unique for specific regions. For example, you could provide an English tagline with a logo for US and UK, and provide a unique hyperlink for each. Then provide a French version for FR.

**Q. Can my logo contain color?**

A. Yes but Brave will reject logo files that are not legible or pleasing to the eye. It is important to have contrast against the background image and white logos almost always look best.

**Q. Can I add a colored button in the logo image?**

A. Yes but the button is not an actual button. It must be part of the logo image file and will use the same single hyperlink assigned to the logo image.

**Q. Can my background image be larger than 2560 x 1440?**

A. Yes but the image must use a landscape aspect ratio. (4:3 minimum ratio)

The image will be compressed down to 350kb max. Brave will reduce image sizes to optimize for the delivery system.